

# Southern HARDWARE

MARCH  
1954

In this issue  
A Monthly Bonus Plan  
for All Employees  
Pg. 47

Including the SOUTHERN FARM EQUIPMENT section

## YOUR CUSTOMERS TOO, KNOW...

IT'S *Performance*  
THAT PAYS OFF



*Mel Mathews*

1953 National League  
Home Run Champion



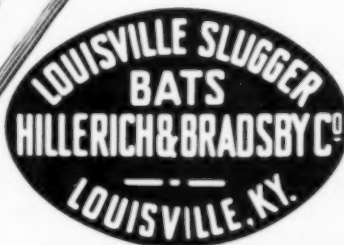
*Mickey Vernon*

1953 American League  
Batting Champion



*Al 'Flip' Rosen*

1953 American League  
Home Run Champion



*Carl Furillo*

1953 National League  
Batting Champion

# LOUISVILLE SLUGGER BATS

Send for free full color catalogs.

ALSO MANUFACTURERS OF  
LOUISVILLE GRAND SLAM GOLF CLUBS

**GLASS** -always in windows...now in screen cloth!



## New Chicopee\* FIBERGLAS† Screen Cloth can't stain sidewalls...rust or corrode

FLEXIBLE • CAN'T BURN • CAN'T CREASE • EASY TO WORK WITH

Contact your local jobber or write directly to us.

**LUMITE DIVISION,** Chicopee Mills, Inc., 47 Worth Street, New York 13, N. Y.

\*T. M. Chicopee Mills, Inc. †F. M. C. S. Corp.

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St. Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.  
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Volume 123

Number 3



# These Bright, Clean Spangles Are a Big Sales Advantage

Never underestimate the sales appeal of the attractive zinc coating on Stormproof galvanized steel roofing. Its good looks is one of the chief reasons why this roofing is often selected in preference to other types.

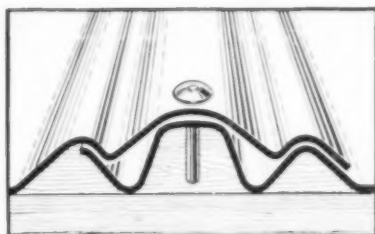
Most customers have had experience with many different galvanized-steel products, and they know that roofing made of this material will keep buildings looking trim for a long time to come.

The uniform, tight coating of zinc on Bethlehem's Stormproof roofing gives it excellent protection against corrosion.

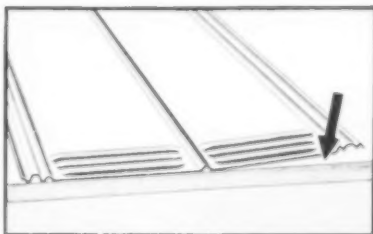
And the base metal beneath this coating is strong, durable steel, either plain or copper-bearing.



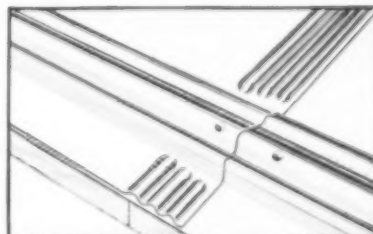
## Here are STORMPROOF'S weather-tight features



Tight joints are assured with the specially designed triple ribs that run the length of Stormproof roofing sheets. Double drains carry off any moisture.



A slight pressure angle formed in each sheet flattens out when the side laps are nailed, forcing the entire sheet to hug the roof. Crimping is not required.



Three ribs hold the bottom of each sheet securely against the top of the next sheet. This prevents water from siphoning between the sheets.

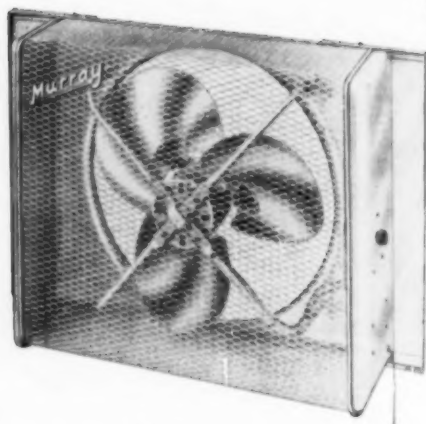
BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation.  
Export Distributor: Bethlehem Steel Export Corporation

**STORMPROOF GALVANIZED STEEL ROOFING**



Murray 20" Window Fan  
Reversible or Exhaust—  
Only, 1 or 2 speed



Murray 30" Window Fan  
Reversible or Exhaust—  
Only, 1 or 2 speed



# **Murray**

*Kans*

**offer dealers even more—in 1954**

The '54 fan season promises to be the biggest in ventilating history. More people are "ventilating-conscious", "ventilating-anxious" than ever before.

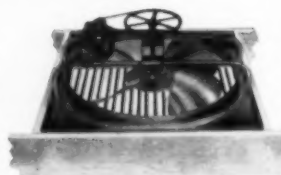
The '54 Murray line is even more complete, offering a type of attic or window fan to fit every home, every pocketbook.

Murray's '54 advertising campaign is geared to make even more of your "ventilating-conscious", customers "Murray-anxious".

The '54 Murray line offers dealers even greater sales volume, even higher profits, even more satisfaction than ever before.

For full information on dealer and distributor franchises and free catalog, write .....

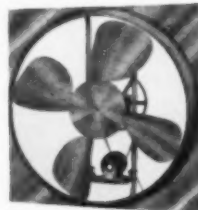
Exclusive National Sales Agents for Murray Fans  
H. C. Biglin Co., Inc.  
177 Harris St., N.W.  
Atlanta, Ga.



Murray Attic Fan  
Vertical Discharge



Murray 24" Window Fan  
Reversible or Exhaust—  
Only, 1 or 2 speed



Murray Attic and  
Industrial Fans  
Horizontal Discharge



Murray 16" Window Fan  
Portable room-to-room

# **Murray**

**Company of Texas, Inc.**  
VENTILATING FAN DIVISION • ATLANTA, GA.

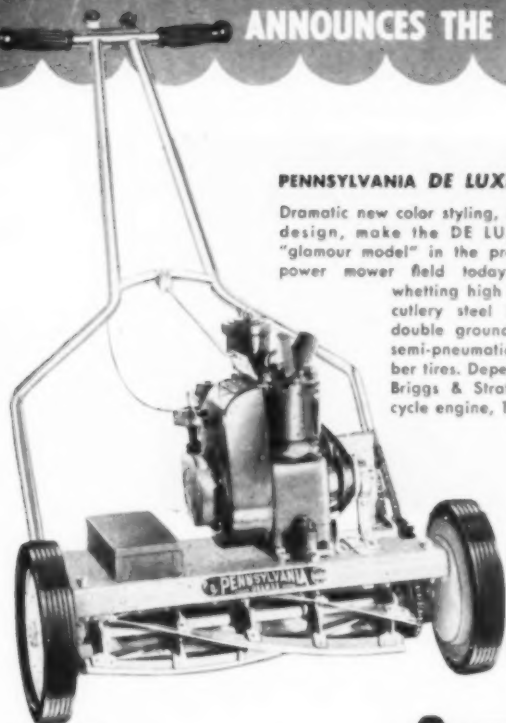
# PENNSYLVANIA

...THE MOST RESPECTED NAME IN MOWERS<sup>®</sup>

ANNOUNCES THE GREATEST LINE IN 77 YEARS!

## PENNSYLVANIA DE LUXE, 21"

Dramatic new color styling, modern design, make the DE LUXE the "glamour model" in the profitable power mower field today. Self-whetting high carbon cutlery steel blades, double ground. New semi-pneumatic rubber tires. Dependable Briggs & Stratton 4-cycle engine, 1.6 H.P.



## PENNSYLVANIA EXETER, 18"

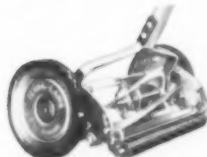
Self-whetting, full tempered steel blades. Appealing new color styling. Modern, sectional-type roller. Briggs & Stratton 1.1 H.P., 4-cycle engine. Precision engineered parts throughout.



**GREAT AMERICAN—REGULAR.** The all-around favorite of professional gardeners for more than 50 years. Ball bearing mounted cutting reel has 5 heavy, extra-wide spring tempered, high carbon steel blades, double ground.



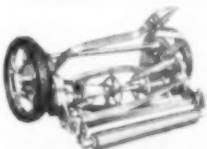
**GREAT AMERICAN—HI-CUT.** New, improved model with greater range of cutting height for long, tough grasses.



**PENNA-LAWN.** Light, strong, for small lawns and trim work. 16". Ball bearing mounted reel.



**PENNETTE.** Two cutting widths, 14" and 16", and low wheel height. Ideal for hard-to-get-at spots.



**PENNSYLVANIA JR.** Triple-gear driving power gives balance and strength to spare. Ball bearing mounted cutting reel.



**METEOR.** Aluminum alloy construction — 25% lighter than other heavy duty mowers. Sectional roller.



**TRIMMER AND EDGER.** A good steady seller, year after year. Steel disc and plow (optional) does work of half moon hoe.



Quality Lawn Mowers Since 1877

**PENNSYLVANIA LAWN MOWER DIVISION**

AMERICAN CHAIN & CABLE COMPANY, INC.

Bridgeport, Conn. • Plant: Exeter, Pa.



FROM THE NEWEST, MOST  
MODERN MOWER PLANT  
IN THE WORLD!



# Super

**MULTI-STAGE**

**BRASS-BUILT**

# Champ \*

Now there's a "Super-Champ" group! Now you can sell 10 brass-built, multi-stage jet pumps that offer *all* the deluxe features you could ask for. They take up where Rapidayton's fast-selling "Champion" line leaves off. And you can *retail* the  $\frac{1}{2}$  H.P., two-stage model at \$149.50\*\*. That's below the price of competitive two-stage models with outdated, cast iron stages—even below most *single-stage* models. Yet the "Super Champ" gives you:

**1. Even more water!** Up to 3270 gallons per hour. You can get  $\frac{1}{2}$ ,  $\frac{3}{4}$ , 1,  $1\frac{1}{2}$  and 2 H.P. models with 2 or 3 stages for higher capacities on deep or shallow wells.

**2. Even more pressure!** Up to 100 lbs. Brass parts and exclusive design reduce friction for higher pressures at highest capacities. That means "city pressure" delivery anywhere.

**3. Even deeper settings!** Lifts to 200 feet. You sell better pumps at lower prices for settings below the "Champion" range.

"Super-Champ" prices shown on next page are with *full trade discounts*. Get details and comparison charts from your wholesaler. Write for his name and address.

\*\* Based on f.o.b. factory price.

Trade Mark above is for Rapidayton Multi-Stage Pumps with "Axial-Flow" Design and All Brass Construction. Patents Pending.

\* Copyright by The Dayton Pump & Manufacturing Company, December, 1953.

*Rapidayton* ... THE ONLY COMPLETE LINE IN THE



Cartridge-type rotary seal. Lasts longer—but can be changed in minutes, if necessary, without special tools. No need to disturb pump or piping.

Diffusers, cases and covers are "precision-formed" brass to reduce power-loss through friction. Impeller is cast bronze.

Pressure regulating valve—automatically regulates flow from pump to maintain proper pressures. Adjustable.

Brass ejector, venturi and nozzle—extras that point up quality. Foot valve included at prices shown below.

"NO ONE ELSE HAS IT!"

(Patents Pending)

1/2 H.P. TWO-STAGE MODEL AT

**\$149<sup>50</sup>**  
RETAIL

Based on f.o.b. factory price

Includes pump, brass ejector assembly, automatic pressure regulating valve, cartridge seal, and foot valve.

OTHER MULTI-STAGE MODELS AS LOW AS:

1/4 H.P.—\$174.50

1 1/2 H.P.—\$279.50

1 H.P.—\$199.50

2 H.P.—\$349.50

*Rapidayton*

THE DAYTON PUMP & MANUFACTURING COMPANY • DAYTON 1, OHIO

INDUSTRY THAT'S "TUNED TO TODAY"

SOUTHERN HARDWARE for MARCH, 1954



**NOW** is the  
time to be  
Quality-wise\*

Now you can offer your customers seat cushions made especially for their boats. Tapatco Tailor-Made Cushions are actually designed from the boat blue-prints, for perfect fit. Sets are available for certain models of Chattek, Dunphy, Feather Craft, Lyman, McDerby-Canaster, Thompson, Trojan, and Wagemaker.



\* Even in unstable times you'll get your share of sales and profits if you handle top-quality merchandise backed by a known, experienced manufacturer. That's just the combination you get when you sell Tapatco.



Sportster Vest



Boat Cushions



Motor Covers



Boat Covers

**Tapatco**

*You can't buy better  
to save your life!*

here's how

**Tapatco**

experience can help!

Right now, more than at anytime in recent years, our economy is changing. Defense problems . . . shortages . . . and many other abnormal conditions make it important for you, as a retailer, to do business with experienced suppliers. Then you know that in spite of upsets your supply will continue and quality will be right.

Tapatco has gone through good times and bad for 72 years, and all that time the high quality of Tapatco products and Tapatco service has not varied. If you want quality merchandise, supplied by a manufacturer with long experience in helping dealers . . . ask your jobber about Tapatco.

**THE AMERICAN PAD & TEXTILE CO.**

Greenfield, Ohio • Fairfield, Calif. • New Orleans, La.

## HOUSEHOLD BRUSHES



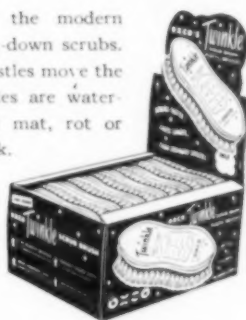
"Twinkle"

### PLASTIC-BRISTLED SCRUB

*cleans better, lasts longer than ordinary scrubs*

Modern housewives prefer the modern Twinkle to replace old, worn-down scrubs. Thick tufts of stiff plastic bristles move the dirt better and faster; bristles are water-resistant—stay tough, won't mat, rot or sour. Natural lacquered block.

**ATTRACTIVE BLUE SELF-BELLING CARTON.** Holds and displays 1 dozen Twinkles. Order your dozen packs either all white; or assorted red, green, blue, yellow and white.



## KLEEN-IT

### KITCHEN BRUSH



49¢  
retail

**Handiest brush in any kitchen**

... because it's dual-purpose. Stiff white tampico for scrubbing off vegetables, dinner plates or tidying up the sink. Stiff wire bristles for scouring pots and pans to new lustre. Handy hanging ring. Block and handle in bright red, kitchen color.

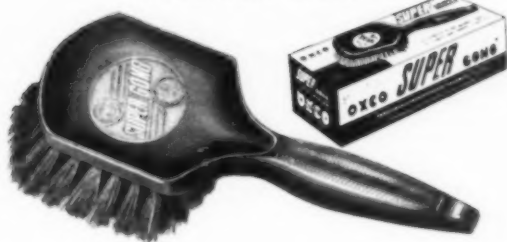


**COLORFUL DISPLAY CARTON.** Displays one dozen Kleen-its. Builds big sales from little counter space. Order your supply soon.

## DAIRY BRUSHES

### SUPER GONG®

*all-purpose brush*



The longest-wearing general purpose dairy brush you can buy ... or sell! Modern design block is solid, almost indestructible SARAN plastic—with non-slip handle surfaces and handy hanging hole. Bristles are long-wearing black du Pont Tynex nylon, crimped to retain more water. A profitable brush with a big market, and full value for your customers.

**INDIVIDUAL BOX** printed in bright red and black, makes ideal store display.



## MAINTENANCE BRUSHES



### CHOCTAW-X

**FLOOR SWEEP**

(X = extra wear from Oxco's Master Blend filling)

Most popular sweep in Oxco's complete line—best seller for you, because it's multi-purpose. Center filling of stiff black tampico to move stubborn dirt; border filling of long-wearing Oxco "Master Blend" (selected horsehair plus SARAN plastic bristles) to move light dirt and dust. Useful for all smooth floors—a sweep you can sell to practically every customer. Featured in Oxco Floor Sweep Display No. 1.

**SEE YOUR JOBBER**

(write us his name if you'd like him to call)

HERE IT IS . . . . .

# *Packaged* and .

**EASIER  
TO STOCK,  
TO HANDLE,  
TO SELL**

**YARDLEY ClearStream...  
PressuRated  
PLASTIC PIPE**  
100% VIRGIN POLYETHYLENE

**75 LB. PIPE**  
For Farm Water Systems  
and other Cold Water Service Systems

**YARDLEY PLASTICS CO.**  
COLUMBUS, OH 43260

**100 FT. 75 LB. PressuRated PLASTIC PIPE**

## **popular sizes in 100-ft. coils of 75 lb. pipe now boxed in handy dispensing cartons**

ClearStream 75 lb. PressuRated Pipe for farm water systems is easier to stock, sell, and handle on the job. The popular sizes of 75-lb. pipe —  $\frac{1}{2}$ ",  $\frac{3}{4}$ ", 1" and  $1\frac{1}{4}$ " — are packaged in 100 ft. coils in handy dispensing cartons. Packaged pipe comes to you as clean, unmarked and in the same perfect condition as the day it was inspected and packed at the

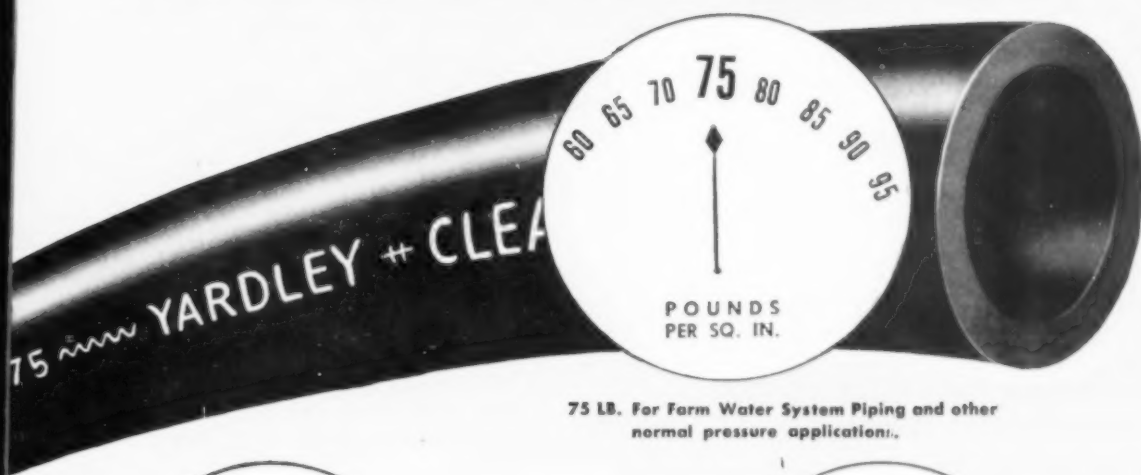
Yardley factory.

All cartons are clearly labeled as to size and pressure rating for easier handling in warehouses, on dealers' shelves and on the job. The boxed sizes and all other sizes and types of PressuRated Pipe are supplied in standard or half coils.



# • YARDLEY *ClearStream* PLASTIC PIPE

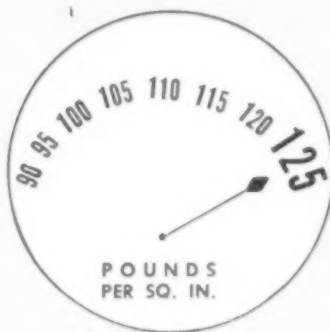
## • *PressuRated*



75 LB. For Farm Water System Piping and other normal pressure applications.



100 LB. For golf courses and cemetery sprinkler irrigation systems, municipal service lines and extensions.



125 LB. For high-pressure cold water and chemical lines.

**means the same working pressure  
... the same safety factor in every size**

Here's the biggest improvement in water system plastic piping yet. Yardley PressuRated Pipe eliminates previous confusion — offers big advantages to both those who use pipe — and sell it.

At last, you can determine exactly the right pipe for any installation. Just select the working pressure — then pick the pipe. That's all there is to it.

Yardley PressuRated Pipe is engineered with sufficient wall thicknesses to provide adequate safety factors for rated pressures. This is not true with ordinary plastic pipe which is made in metal-pipe wall thicknesses so that one size might be rated at 100-lb. pressure — another size at only 30 lbs.

Now, with PressuRated Pipe, all you do is determine the pressure a job requires — 75 lb., 100 lb. or 125 lb. Whatever size you use, whether it is from 1/2" through 2", PressuRated Pipe will withstand the working pressure to which it is rated. *Every size is the same.*

#### **PURE POLYETHYLENE**

Yardley guarantees PressuRated Pipe to be made of 100% virgin material. It provides all the other plastic pipe advantages — weighs 1/8 as much as steel — won't rot, rust or electrolytically corrode — saves up to 60% of installation costs.

Standard inside diameters permit the use of standard Yardley fittings and adapters with a few simple tools.

Write for Bulletin 36

**YARDLEY PLASTICS CO. 142 PARSONS AVE., COLUMBUS 15, OHIO**

In Canada: DAYMOND CO., LTD., Chatham, Ont. Export Sales: F. & J. MEYER, 115 Broad St., New York 4, U.S.A.

The year's biggest news in  
bolt and nut merchandising

# RB&W's NEW Handy-Man BOLT and NUT KIT!

- ★ 50 BOLTS, 50 NUTS, 8 WASHERS  
—ALL BRIGHT ZINC-PLATED
- ★ DESIGNED FOR FAST SALES TO THE  
"FIX-IT-YOURSELF" TRADE
- ★ A BIG BARGAIN FOR EVERY HOME-OWNER



Yes, it's the hottest bolt-seller of this year—or any year—the way this new RB&W merchandising "first" is catching on!

Dealers go for the Kit because it...

- Gives shoppers self-service item
- Saves time for dealer and shopper
- Builds bigger unit sales of bolts
- Sells on sight—from point-of-purchase display
- Provides good profit margin

Home-owners go for the Kit  
because it...

- Contains wide assortment of needed bolts
- Eliminates frequent shopping trips
- Gives them quality items at low cost
- Handles small or large fastening jobs
- Keeps bolts handy at all times



## Typical home repair jobs

OUTDOOR FURNITURE      APPLIANCES AND FIXTURES  
LAWNMOWERS AND GARDEN EQUIPMENT      RECREATION EQUIPMENT  
BICYCLES, WAGONS, OTHER LARGE TOYS

## Featured by IRHA

RB&W's Handy-Man Bolt and Nut Kit was one of the items featured in IRHA's big nationwide promotion to the multi-billion dollar "do-it-yourself" market. You can still cash in on this promotion by ordering your stock of these novel, easy-to-sell kits... they come in self-display cartons that take up a minimum of room on your counters.

## Shoppers Sell Themselves

Eye-catching, self-displaying carton of 10 kits does all the selling for you. Just open a carton—inside top flap becomes self-selling display that helps you increase profits from bolt sales.

Your RB&W distributor is all set to supply this new Handy-Man Bolt and Nut Kit. Why not cash in on this "Do-It-Yourself" trend now? Phone or write your nearest distributor today—ask for RB&W's Handy-Man Bolt and Nut Kit!

**Order  
NOW!**

# RB&W

109 YEARS MAKING STRONG THE THINGS THAT MAKE AMERICA STRONG

Plants at: Port Chester, N. Y., Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at: Ardmore, Pa., Pittsburgh, Detroit, Chicago, Dallas, San Francisco. Sales agents at: Portland, Seattle. Distributors from coast to coast.

# Send today for your free copy of this new 24-page Pittsburgh Fence catalog

It's packed full of interesting, useful information about the various kinds of high-quality, attractive, easy-to-sell fences made by Pittsburgh Steel.

There's the exclusive ornamental double scroll lawn fence; the ornamental single scroll; attractive gates for walks and drive-ways; plain top lawn fence; hinged-joint farm and poultry fence and gates; barbed wire; welded steel fabrics for making every-



## Pittsburgh Fence

\*LAWN \*FARM AND POULTRY \*WELDED STEEL  
FENCE FENCE FABRICS



**Pittsburgh Steel Company**  
Pittsburgh 30, Pa.

thing from animal pens, trash burners, corn cribs, vegetable bins to play pens and cooking grilles. There are seven full pages devoted to "How to Erect Fence" completely illustrated with easy-to-follow line drawings.

Remember, Pittsburgh Fences cost no more than standard make fences. Get the complete story on Pittsburgh Fences now! Fill out and mail the coupon today!

# Pittsburgh Fence

*a product of*  
**Pittsburgh Steel Company**

Grant Building  
Pittsburgh 30, Pa.

PITTSBURGH STEEL COMPANY  
Dept. SH, Grant Building  
Pittsburgh 30, Pa.

Gentlemen:

Send a copy of your free catalog "Pittsburgh Fence" to:

Firm Name \_\_\_\_\_

Your Name \_\_\_\_\_

Address \_\_\_\_\_

# PREPO *torch*

THE ORIGINAL  
AUTOMATIC-GAS  
TORCH

NOW  
**\$5.95**



Over one million Prepo torches . . . yes, over one million, Prepo torches have been sold since Prepo originated the automatic-gas torch with disposable fuel tank. For production of the second million Prepo torches, we have completely retooled and now offer the complete world famous Prepo torch to retail for only \$5.95. Replenish your stock now for volume sales!

**PREPO TORCH — GUARANTEED TO OUTPERFORM ANY AUTOMATIC-GAS TORCH AT ANY PRICE!**

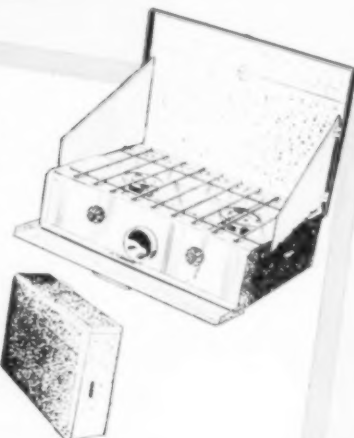
- So rugged, so tough — Always ready to do the job.
- A greater variety of jobs can be done — 3 interchangeable burners, and 3 interchangeable tips. The widest selection in the market.
- A greater volume of heat than any other torch — 6000 B.T.U. per hour at 2570° F.
- Smallest hand torch made — only 1½ pounds — tool box size when completely assembled.
- The only torch that can be used in any position and maintain a uniform flame.

PREPO FUEL IS THE MOST ECONOMICAL,  
AUTOMATIC-GAS FUEL SOLD IN DISPOSABLE  
TANKS . . . ONLY 79¢

## PREPO *Camp stove*

Here is the completely new fully automatic gas camp stove that uses the famous PREPO fuel in the handy, economical "throw-away" tanks. Safety proved by millions of users. Instant operation. Change fuel tanks in only 5 seconds. A sure-fire money maker with large repeat fuel sales.

- Rugged steel case
- Handsome Baked enamel
- Brown Krinkle finish
- Maple colored wind-guards
- Completely packed with one tank of fuel
- Ready to use . . .



**PREPO CORPORATION**

EDGERTON, WISCONSIN



# GOLD STRAND

REG. U. S. PAT. OFF.

## INSECT WIRE SCREENING

Galvanoid, Bronze or Aluminum—a grade of screening that covers every customer requirement.

Precision manufactured to unrivaled standards of testing and inspection to give years of satisfaction in extra strength and weather resistance.

## INCREASE YOUR SALES WITH THESE FREE SELLING AIDS



**HANDY HINTS ON SCREENS—**  
Supplied to you in quantity for distribution to your customers. A really informative 24-page booklet. Shows your customers how to maintain and repair old screens. Has complete instructions on how to make new screens. A perfect tie-in with today's "Do It Yourself" boom.



**ROLL CLIPS—**  
To keep your rolls of screen cloth neat and tight for attractive selling display



**SURFACE TABLES AND RETAIL SALES PRICES—**  
For quick and easy calculation of screen cloth price per square foot.

Clip and mail this coupon today for your free supply of these worthwhile sales builders.

Dept. B  
Wickwire Spencer Steel Division  
The Colorado Fuel and Iron Corporation  
575 Madison Ave., New York 22, N. Y.  
Send me ..... copies of "Handy Hints On Screens"  
Send me ..... screen cloth roll clips  
Send me ..... copies of "Surface Tables And Retail Sales Prices"

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**WICKWIRE**  
HARDWARE PRODUCTS  
PRODUCTS OF WICKWIRE SPENCER STEEL DIVISION  
THE COLORADO FUEL AND IRON CORPORATION



## Easy to assemble

Accurate, clean threads that mate properly, run on smoothly, make Republic Bolts and Nuts easy to assemble. Easy to take apart, too. Maximum thread area assures uniform, lasting grip.

More than 20,000 regular items are made and stocked by Republic for every fastening need. Depend on Republic fasteners to hold tight, to save time in assembly.

### REPUBLIC STEEL CORPORATION

*Bolt and Nut Division • Cleveland 13, Ohio*

*Plants at Cleveland, Ohio and Gadsden, Alabama*

**GENERAL OFFICES • CLEVELAND 1, OHIO**

*Export Department: Chrysler Building, New York 17, New York*



**REPUBLIC**

*Upson  
Quality*



**BOLTS AND NUTS**



### MARCH—Sign of Aries the Ram

If your birthday falls between March 22 and April 20 . . . you can exert great energy and strength . . . you have a vivid imagination . . . you are aggressive, ambitious, quick to learn . . . you will find that J&L Galvanized Ware harmonizes with your demand for turnover and profit.

Every month is a **PROFIT-SIGN**  
with J&L Galvanized Ware

### Your Customers Know and Buy J&L Ware . . .

Galvanized ware moves better and profits are more satisfactory when you stock a line with an accepted name like J&L. People have confidence in the J&L reputation for quality and sturdy service. They buy it when they see it in your store.

J&L Ware is priced to cover the big volume market . . . and yield a healthy profit to the hardware dealer. Ask your Hardware Jobber for complete information. Call him today. If you need additional help or information write direct to J&L.

***Jones & Laughlin***

STEEL CORPORATION — Container Division

405 Lexington Avenue, New York 17, New York

Galvanized Ware Plants: Toledo, Ohio, and Atlanta, Georgia



**J&L  
STEEL  
WARE**

# When You Want to Sell **EASY CASTING**



**PFLUEGER  
SKILKAST**

**\$12<sup>25</sup>**

**BEGIN HERE**

There's a story to be told here that customers love to hear. It describes a feature that helps beginners cast like experts...that helps experienced anglers cast better at night when they can't see the bait.

Pflueger's Mechanical Thumber **CONTROLS THE SPOOL**—smoothly—automatically—at the end of every cast. No backlashes to mar the enjoyment —

or prevent prompt action in hooking a strike.

It isn't necessary to thumb the spool. Braking action is completely automatic, increasing as bait drops toward the water. Easily adjusted to balance the lure (can be turned off completely if desired). Operates only when line is going out—no drag on retrieve. *Complete technical description upon request.*

**Helps Beginners Cast Like Experts**



**Helps Experience Anglers at Night**



**Easily Adjusted to Balance Lure**



ENTERPRISE MFG. CO., AKRON 9, OHIO

*90 years making fine tackle*

## **PFLUEGER**

(Pronounced FLEW-GER)

**A G R E A T N A M E I N T A C K L E**



# Samson's COIL DISPLAY CARTON!



For

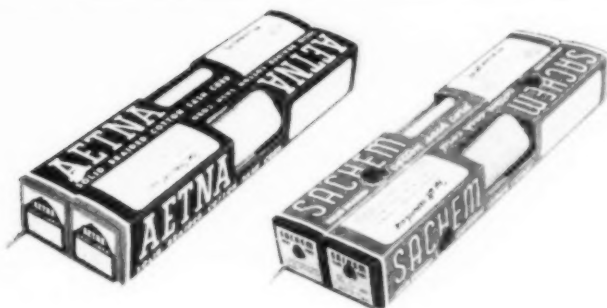
SPOT\*

PHOENIX

AETNA

SACHEM

## SASH CORD



**Samson**  
CORDAGE WORKS  
Boston 10, Mass.

\*T.M. S.C.W.

### PUT UP AS FOLLOWS:

•Size 6	1500 ft. coils
•Size 7	1200 ft. coils
•Size 8	1000 ft. coils

•Has Tally Sheet To Show  
Amount of Cord Left In  
Carton

- Easy To Display
- Keeps Cord Clean
- Easy To Stack
- Easy To Sell

*Increase  
Sales!*



Mr. Peepers says:

"We're selling 'em for you **BY THE MILE!**"

## REYNOLDS *Lifetime* ALUMINUM Gutters and Downspouts

Reynolds makes gutters a glamorous consumer item that sells right over-the-counter... put up by homeowners *by the mile!*

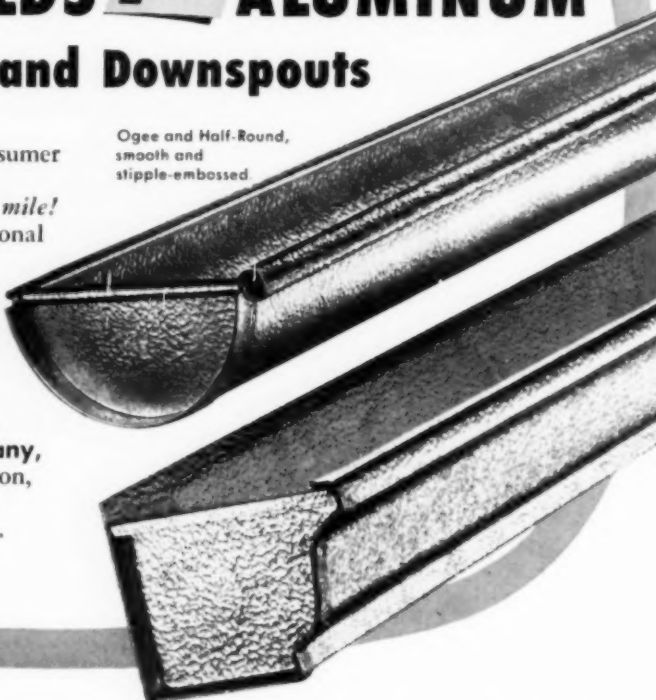
Simple slip-joints, no soldering! Additional miles applied by builders are a big attraction in new home sales... rustproof, beautiful. This is Big Business... start pushing it now!

Get that Reynolds display out front. Call your jobber.

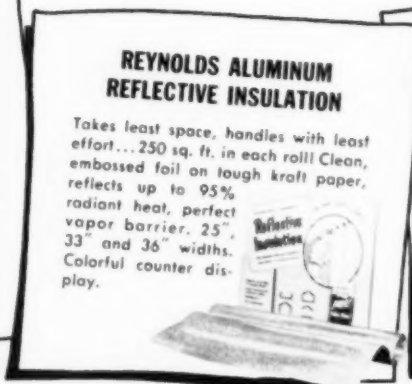
Write for Literature.

Reynolds Metals Company,  
Building Products Division,  
2039 S. Ninth Street,  
Louisville 1, Kentucky.

Ogee and Half-Round,  
smooth and  
stipple-embossed



**People want to see... Show 'em!**



SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

# REYNOLDS ALUMINUM BUILDING PRODUCTS



# BEST OF SHOW

## The Profitable, Precision-Built

# SAVAGE

## POWER MOWERS

### SAVAGE—the best to show your customers!

Famous Savage gunsmith craftsmanship means easy handling, smooth cutting, simple maintenance and long, trouble-free operation.

### SAVAGE—the best to show bigger profits!

Savage lawn mowers, backed by powerful national advertising, sell themselves with one demonstration. Delighted users brag about them... bring more customers to you.

You'll be on the road to bigger profits when you feature these beautiful Savage mowers in your store display.

### SAVAGE ROTOR CHIEF\* TWENTY

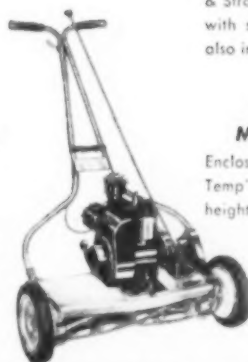
Model 88 • 20" cut • 2 hp  
— with attachable leaf mulcher  
at no extra cost!

Safety-Slip clutch • Vertical shaft engine • Deep front guard • Rugged chassis of ribbed steel • Propeller-pitched blade, hardened by "Sta-Temp" process • "Self-Lube" wheel bearings • Large rear wheels for easy handling • Fully adjustable handle • Dependable 4-cycle Briggs & Stratton engine of new, lightweight design, with service available everywhere • Offered also in the smaller Model 83 (described below)

### SAVAGE YARD CHIEF\*

Model 90 • 21" cut • 1.6 hp

Enclosed chain drive • Grass guards • "Sta-Temp" blades • Timken bearings • Easy cutting-height adjustments • Adjustable handle with hill-climber hook • Dependable 4-cycle Briggs & Stratton engine • Also offered in smaller Model 75 (described below)



Get our new catalog. From your  
Savage distributor, or write to:



**SAVAGE ARMS CORPORATION**  
Lawn Mower Division  
CHICOPEE FALLS, MASS., U.S.A.

## THE WINNING "NINE"

### THREE NEW ROTARIES

**SAVAGE ROTOR CHIEF\*** Twenty (20" cut)  
Model 88 (Described above)

**SAVAGE ROTOR CHIEF\*** Eighteen (18" cut)  
Model 83  
4-cycle, 1.6 hp. Briggs & Stratton engine—with  
attachable leaf mulcher at no extra cost.

**SAVAGE DYNA CHIEF\*** Eighteen (18" cut)  
Model 83E  
Electric-powered, 1/3 hp. 3450 rpm motor  
Listed by Underwriters' Laboratories

### TWO REEL-TYPES

**SAVAGE YARD CHIEF\*** (21" cut) Model 90  
(Described above)

**SAVAGE POWER CHIEF\*** (18" cut) Model 75  
4-cycle, 1 hp. Briggs & Stratton engine.  
Retrievable starters optional at slight  
extra cost on all four gas-powered  
models (reel-type and rotary).

\*Reg. U.S. Pat. Off.

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16" and 18" cut

**SAVAGE LAWNCHIEF\*** Model 55  
16" and 18" cut

**SAVAGE ONEIDA** Model 45  
16" cut

**SAVAGE PAWNEE\*** Model 35  
14" and 16" cut

### LEAF-MULCHING ATTACHMENT

with gasoline-powered  
rotaries at no extra cost.  
A big sales clincher.



*New*

## 12 gauge with C-LECT-CHOKE added to Mossberg line!

You've wanted this. Now here it is—and it's a beauty! The new Model 195 features the exclusive Mossberg C-LECT-CHOKE with ventilated barrel, receiver sight and rubber recoil pad. Graceful Monte Carlo stock in genuine walnut.

### MODEL #195

only \$32.95

(\$33.95 west of Rockies)  
Delivery starting in June

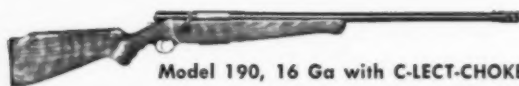


**C-LECT-CHOKE** — A Mossberg exclusive, provides for the instant selection of any choke desired, Full to Cylinder Bore or any point between. Settings are positive and clearly visual.

## Mossberg line now gives you 4 C-LECT-CHOKE guns 12, 16, 20 and 410 GAUGES

Now you have a complete line of Mossberg shotguns to offer your customers—the right shotgun for every need. Every gun backed by Mossberg quality and the Mossberg reputation for trouble-free performance. You can be sure of customer satisfaction and long, dependable service. So plan to show the complete selection of C-LECT-CHOKE shotguns—the guns that offer most for the money. The new Model 195 is a 3-shot, bolt action repeater. Holds 2 cartridges in detachable clip magazine and one in chamber.

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Model 185K, 20 Ga with C-LECT-CHOKE \$29.95\*



Model 183K, 410 Ga with C-LECT-CHOKE \$28.95\*

(\*All prices \$1 higher west of Rockies)

**Values you'll be proud to offer your customers!**

**Mossberg**  
for accuracy

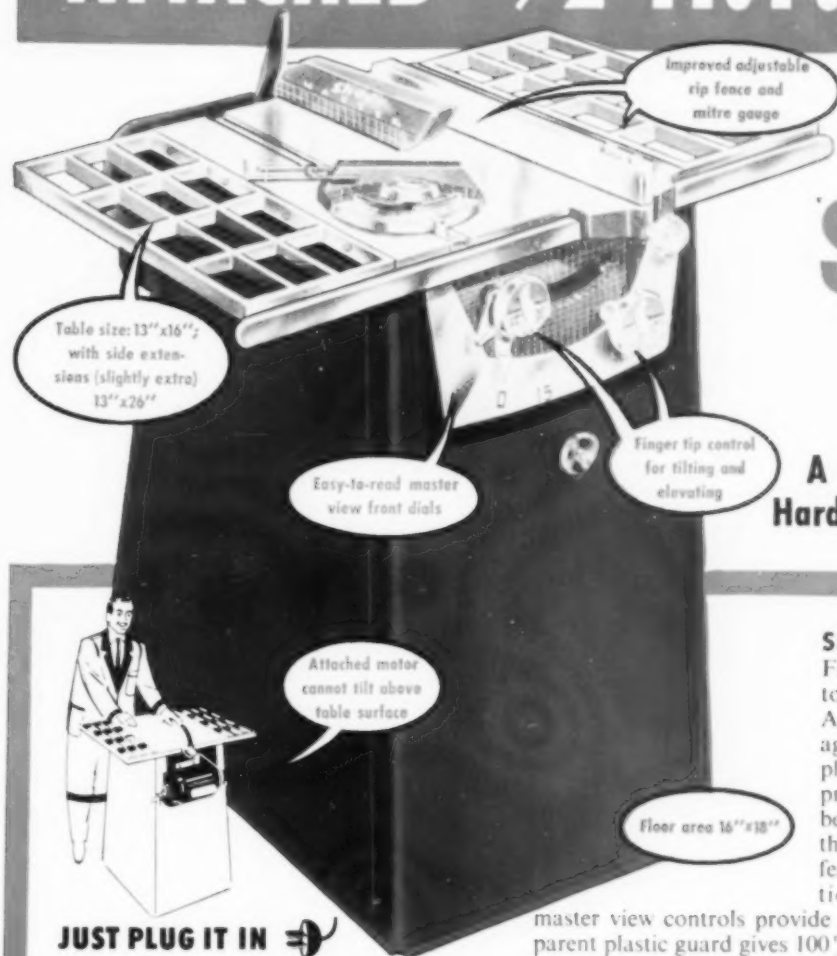
Order from your distributor today!  
**O. F. MOSSBERG & SONS, INC.**  
44703 St. John Street, New Haven 5, Conn.



save \$25 on SHOPMASTER Hardware Week Special

# Floor Model **TILTING ARBOR** SAW

INCLUDING ATTACHED  $\frac{1}{2}$  H.P. Motor



\$99.95 Value Specially Priced at

**\$74<sup>95</sup>**

A \$25.00 Saving During Hardware Week, April 16-24

**JUST PLUG IT IN**

We're firing up the 1954 sizzling promotion with large ads in these national publications.

## SHOPMASTER scores again!

First with a ready-to-use—ready-to-plug-in Floor Model Tilting Arbor Saw. Designed for the average man. Built to take home—plug in—and start sawing. It's a precision tool, simple enough for beginners yet accurate enough for the professional hobbyist. Every feature is designed for easier operation. Attractive, easy-to-read

master view controls provide unusual accuracy. Novel transparent plastic guard gives 100% visibility for precision cutting. Table size is 13" x 16"; with side extensions, at slight extra cost, the working area is 26" wide. Height is 34" and the floor area is 16" x 18". Special motor mounting provides easy rail adjustment even when motor is at 45°.  $\frac{1}{2}$  H.P. 1725 standard speed attached motor is included in price. Cuts: 2 $\frac{1}{2}$ ", tilt 45°,  $\frac{1}{2}$ " arbor. Sealed-for-life ball bearings.

Use Coupon for Details on Shopmaster Line

**SHOPMASTER, Inc., Room 82 I**

1214 Third St. South, Minneapolis, Minnesota

Please send me the complete catalog of Shopmaster tools.

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ADDRESS \_\_\_\_\_

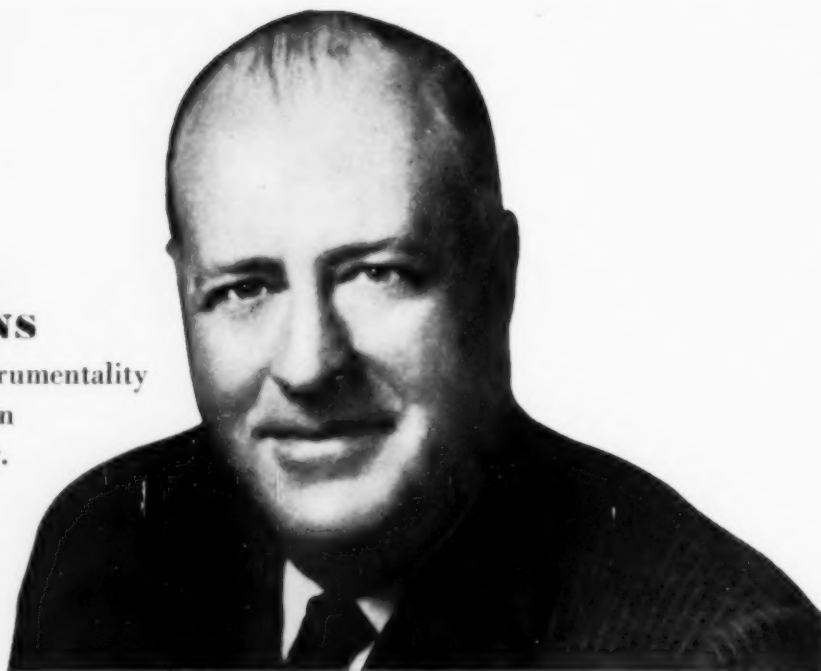
CITY \_\_\_\_\_

STATE \_\_\_\_\_



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*Lee H. Bristol, President, Bristol-Myers Company*

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ONLY

# RED HEAD

## GIVES YOU YEAR-ROUND PROFIT-GROUPS

Now it's **SPRING**

Every season RED HEAD gives you a flush of brand-recognized profit-groups to attract store traffic. For quality, style, price, construction or comfort in the field, RED HEAD has topped them all, for over 90 years! Lucky "7" is more than a name for a fishing vest. It's a real leader to pull fishermen into your reach; priced to attract, constructed to bring them back! "BIG CHINOOK" is a creel that you can even sell the angler that has more than one creel and, it's priced to entice every rod-man from coast to coast. P-80 is a number that the trade is talking about...it's the "Frontiersman" plastic gun cover that sells like nothing ever before! SKEETRAP VEST looks, feels, and functions just like you would expect the best record holders to want and many will raise an eyebrow to think the cost is so reasonable.

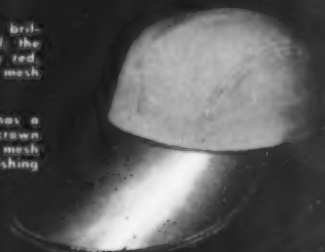


NOW, RED HEAD MAKES *Congo* AMERICA'S SUNSHINE HEADWEAR



**NO. 439** A cap with witty style, brilliant color, and practical, the sort of headwear that sells itself. In red, blue or green multicolored plaids with mesh sides in contrasting white.

**NO. 437** Strictly for service yet has a touch of style. Twill crown with green acetate visor with wire mesh covering. A quantity seller with the fishing crowd!



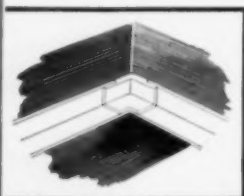
# RED HEAD BRAND COMPANY

4300 Belmont Avenue, Chicago 41, Illinois

# CRAK-SEAL

edge-trim for tubs, sinks, etc.  
an unequalled value that beats the OLD caulking way

Only KIT with pre-formed corner blocks  
Provides water-proof seal where wall & tub meet  
Pure white vinyl stripping is molded at right angle for easy application, takes any paint.



Exclusive pre-formed corners and ends give professional touch.

Sales making display carton serves counter space and clerk's time.



## \$1.69

Includes: cement, corner blocks & 15 feet of Crak-Seal



### TRIM-GUARD

The fastest selling item of its kind. This light, steel shield makes painting easier and quicker. Keeps wall paint off wood work. Protects window glass and trim. Display on your paint counter, and watch customers add a Trim-Guard to every purchase.

Dealer price, \$1.80 per dozen—packed two dozen in sales-making display carton. Retail 25c.

Available through  
qualified wholesalers  
Full 40% profit



### PIPE-SEAL

A real favorite with plumbers, as well as home handy-men. Pipe-Seal insures leak-proof connections that can be opened without galling. Comes in handy stick, for easy application. Never dries out. One dozen in display, \$1.08. Retail 15c.



### PLASTER-STIK

The quick, sure way to fill those nasty hairline cracks. Plaster-Stik is the original stick-type filler that millions of home owners buy before starting any paint job.

Self-selling display carton holds one dozen sticks, fully displays this nationally advertised product, yet takes little counter space. Plaster-Stik is a real value at 25c. Dealer cost per dozen—\$1.80.



### PAINTERS-PAL

Handiest item for painting around check rails and other tight, hard-to-reach places. Brushing surface riveted to aluminum handle. One dozen, \$1.80. Retail 25c.



### PASTE-BAK

A real money-saver for the home—a fine profit item for you. Saves loose wallpaper. Thin, plastic tip slips under paper without tearing. Paste sets firm, won't spot. One dozen in display carton, \$2.81. Retail 39c.



As Papa Fixit says, "Home handymen need every one of these items".

Are any missing from your stock?

If so, send today for  
**FREE SAMPLE**

## THE LEONARD COMPANY

Department S, 506 Third Street  
Des Moines, Iowa





**BEST PAINT SOLD**



## **The Full Line That Works Full Time Making Money For You**

Regardless of your customers' painting needs, you can always fill the bill with a top quality BPS product. By making their paint buying a one-stop proposition, you make bigger sales, bigger profits from customers who appreciate the convenience.

The quality of BPS products guarantees your reputation as a dealer who gives dollar for dollar value in every sale.

Look into the advantages of an exclusive BPS dealer-protected franchise that is backed up by a unique merchandising plan that increases profits . . . beginning the very first month.



- ★ **NATIONALLY  
ADVERTISED**
- ★ **NATIONALLY  
ACCEPTED**
- ★ **UNIVERSALLY  
APPROVED**

The Patterson-Sargent Company  
1325 East 38th Street  
Cleveland 14, Ohio

Gentlemen:

Show me how I can increase paint profits the very first month.

NAME \_\_\_\_\_

STORE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

**THE PATTERSON**



**SARGENT CO.**



EL-18  
Electric



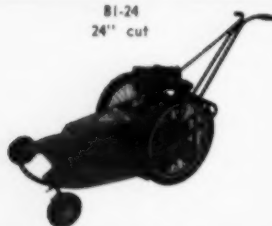
VS-20-4  
Direct Drive



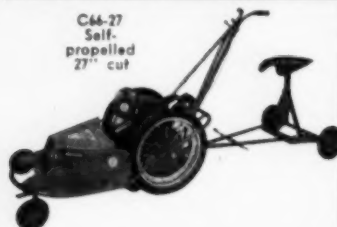
M3-20  
Self-propelled



A2-20



B1-24  
24" cut



C64-27  
Self-propelled  
27" cut



Mr. Dealer!

**America's Only  
Complete Line Of  
ROTARY POWER  
MOWERS**



**Place YOURSELF in the Yazoo  
Profit Making Picture . . .**

Yazoo Rotary Power Mowers are designed as a challenge to all competition under any conditions.

**PROFIT PLAN**—Factory assistance on sales, merchandising and service.

**FRAME**—Long life steel and shock absorbing tubular construction.

**ENGINES**—Nationally accepted, service everywhere.

**WHEELS**—Heavy duty bicycle and industrial type.

**BEARINGS**—Highest Quality sealed where necessary.

**BLADES**—Solid, spring steel, full cutting edge.

**DRIVES**—Mechanically propelled or push models. Single and double belt or direct.

**CUTTING HEIGHT**—Quick, easy, homeowner adjustment.

**PACKAGING**—Completely assembled.

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FREE CATALOG AND LITERATURE**

**Yazoo**  
**MANUFACTURING COMPANY**

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**16 MODELS  
FOR . . .**

- HOMES
- ESTATES
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- SCHOOLS—COLLEGES
- CEMETERIES
- HIGHWAY DEPTS.
- HOTELS—MOTELS
- DRIVE-IN-THEATRES
- LIBRARIES
- INDUSTRIAL BLDGS.

# Southern HARDWARE

Hardware and Allied Lines - Farm Operating Equipment

Vol. 123

March, 1954

No. 3

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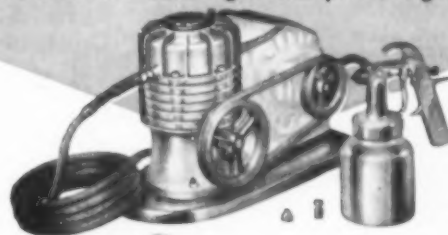
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# The trend today is to spray!

the complete nationally known line!

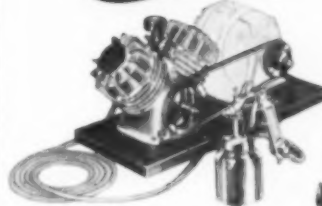
## Speedy Sprayer

The brand your customers know and trust  
... the sprayers they've seen advertised for  
years in the Saturday Evening Post, Better  
Homes & Gardens, Popular Mechanics and  
other magazines. The line that sells best  
because it's built right and priced right.



**SPEEDY SPRAYER 890**

Diaphragms eliminate oily pistons. 1/4 h.p. motor delivers 2 cu. ft. of clean, oil-free air at 30-40 lbs. pressure. Never needs oiling. With gun, less motor, retail \$36.50



**SPEEDY SPRAYER 444**

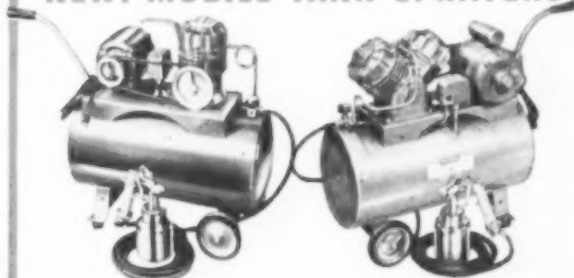
No job too big! 4 cu. ft. of clean, oil-free air at 40 lbs. pressure. 1/2 h.p. motor or engine. With gun, less motor, retail \$66.00



**PAINT  
TANK 778**

Holds 3 gallons. Carried or hung on ladder. With 10' air and paint hose. Retail \$22.00

## NEW! MOBILE TANK SPRAYERS



**MODEL 960**

1/4 h.p. with gun, with motor \$106.00

**MODEL 450**

1/2 h.p. with gun, with motor \$169.00

ORDER FROM YOUR WHOLESALER

**W. R. BROWN CORPORATION**

2697 Normandy Ave., Chicago 35, Ill.

Specialists in Portable Sprayers for Over 30 Years

# HARDWARE

## BUSINESS TRENDS

AND PRICE CHANGES

### Retail Demand Continues Good As Personal Income Remains High

WHILE THERE has been some contraction of business activity in the new year's first quarter, retail demand, on the whole, has been good. Some price cuts and promotions have, at times, been necessary to keep customers interested, but still there has been little evidence that the consumer is no longer in a buying mood.

In fact in January, soft goods sales ran a little ahead of the 1953 month, but these gains were offset by a drop in sales of durables. Actually factory sales are down at this time as both wholesalers and retailers trim inventories. Factory sales in December dipped for the third straight month with the durable goods industries taking most of the decline. Meanwhile, new orders for durables are in a declining trend. Government officials feel that the present trend in factory activity is nothing more than an inventory adjustment. If true, the slide in business activity should soon level off.

#### Personal Income

Meanwhile, personal incomes before taxes have slipped to an annual rate of about 285 billion dollars, 2.5 billion dollars under the peak of July, 1953. At the same time unemployment has edged up to about 2.3 million persons. However, the viewpoint of government officials is that unemployment will stay under 2½ million this year, that consumers will not seriously cut their rate of spending as long as employment holds up, that the price level will remain stable for the next 12 to 18 months and that personal incomes will about equal last year's 285 billion dollars.

Meanwhile, farm prices appear to be more stable than in previous months; in fact prices registered a two percent gain in February. However, the problem of farm surpluses continues to plague the national administration.

While it is a certainty that the national government will continue to provide adequate price supports, the lush period which the farmer experienced during the war years can hardly return as long as the problem of farm surpluses goes unsolved.

#### Retail Sales Volume Continues Stable

CONSUMER expenditures for goods and services in the fourth quarter apparently held at about the level of the two previous quarters. Retail sales of both durable and non-durable goods during the fourth quarter continued near the third quarter level. Sales by automotive dealers, according to the Department of Commerce, were up two percent from the third quarter, but sales at furniture and appliance stores were off one percent.

#### Government Spending Continues on High Plane

GOVERNMENT outlays for goods and services in the last quarter of 1953 apparently continued near second and third quarter rates, the

Department of Commerce has reported. Outlays for major national security programs declined moderately. But other Federal outlays, which include farm price support operations, probably rose in the closing months of 1953. Expenditures by state and local governments for new schools, highways, and other public facilities also increased further.

#### Construction Activity Holds to High Level

PRIVATE construction outlays in the fourth quarter were up more than one percent from July-September, after adjustment for seasonal factors, according to the Department of Commerce. Outlays for residential construction were up one percent. New private housing starts, after adjustment for seasonal variation were at an annual rate of more than a million units, eight percent above the reduced rate of the preceding quarter, but down nine percent from the high of the first three months of the year. Non-residential construction rose nearly two percent.

#### Increase in Price of Cotton

THE PRICE of cotton increased during the first half of January, the Department of Agriculture has (Continued on page 82)

#### Farm Prices Received Show Slight Increase

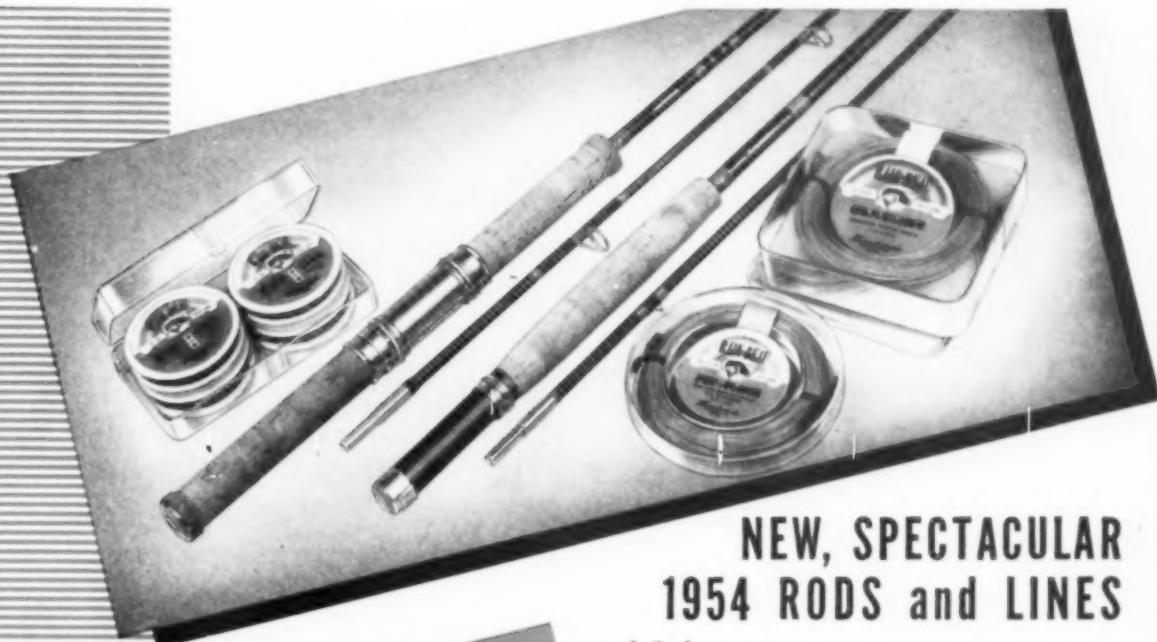
THE Index of Prices received by farmers was up two percent with the month ended January 15 as the result of higher prices for hogs, beef cattle and commercial vegetables, together with small increases for poultry, wheat and hay. The January index at 259 percent of its 1910-14 average was nine points (three percent) below the 268 of a year earlier.

During the same period, the

Parity Index rose four points (one percent) to 282 percent of the 1910-14 average. This was primarily the result of increases in the prices paid for feeder livestock and increases in the indexes of farm wage rates, interest on farm mortgage indebtedness and taxes on farm real estate. The Parity Index, according to the Department of Agriculture, is now two points lower than a year ago.



# Sealand FIRST FAMILY OF SPORTS



## Bristol

## Rain-Beau

### THE SPINOOK

a 2 piece green, tubular glass fresh water spinning rod with gold anodized ferrules and gold overwound green windings of 00 DuPont nylon. \$25. Other spinning rods from \$10 to \$35.

### THE PERT

a fine 2 piece fly rod in beautiful tubular glass with windings of gold 00 DuPont nylon; in three lengths and two weights \$10. Other fly rods from \$10 to \$27.50.

### GLASLINE

the only glass fibre fly line in the world ... smaller diameters give less wind resistance resulting in easier, farther casts with pin-point accuracy ... practically indestructible ... for both salt and fresh water. Prices from \$5 to \$25.

### FLY-FLOTE

the amazing line that always floats ... the DuPont nylon fibres of this oil tempered fly line are smoothly braided to form a magic hollow tube ... water-proof, flexible and long wearing. The buy of the year at \$2.25 per 25 yards in three sizes.

### STOP LITE

the only practical, self-measuring line in the world; changes its color every 33 1/2 yards so you always know how much line is out; how much remains. Prices range from \$3.19 to \$4.84 per 100 yards.

## NEW, SPECTACULAR 1954 RODS and LINES

### 101 MARVELOUS MODELS

Outstanding features of the finest fishing rods in the world —

- Finest finish on any glass rod
- Genuine "Kralastic" grips
- New Neo-Cork grips
- 00 DuPont nylon windings
- Extra heavy gauge reel seats
- New phosphor bronze guides
- Action identified by decals
- Scientifically calibrated action

### 20 AMAZING LINES

Designed to make casting easier; fishing more fun —

- World's easiest-to-splice line
- World's first glass fibre line
- World's first practical self-measuring line
- Exclusive finishes
- Exclusive "stretch-controlled" process
- Certified by U. S. Testing Co.
- Practical re-use containers

Superior Bristol and Rain-Beau tackle incorporates sensational, new ideas in both rods and lines that will make a hit with every angler in your trading area. And merchandising experience proves definitely that it's more stimulating and more profitable to sell products with good, new, sound, practical ideas than stereotyped, run-of-the-mill rods and lines.

## Sealand Inc.

Torrington, Connecticut

Since 1826

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES

Buy

THE SPORTS BRAND  
MILLIONS DEMAND!

UNION HARDWARE CO. BRISTOL HORTON, INC. RAIN-BEAU PRODUCTS CO.

THE SPRINGFIELD CO. JOSEPH T. WOOD CO. THE T. H. WOOD CO.

To sell and profit more in '54 contact your Sealand representative and see for yourself the fine quality of these fabulous Bristol Rods and Rain-Beau Lines.

# 100,000 CUTTINGS WITHOUT FAILURE

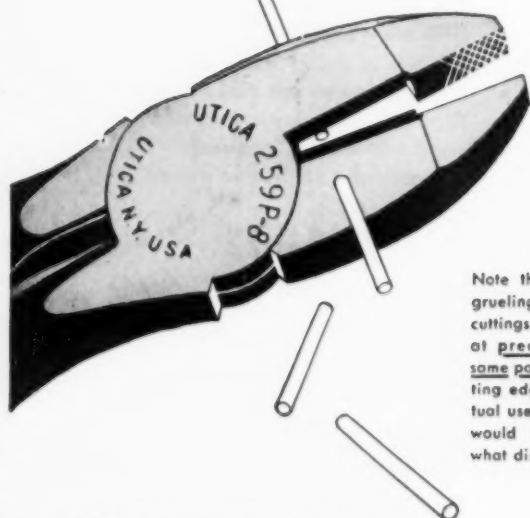
PROVE LONG LIFE OF

# UTICA TOOLS®

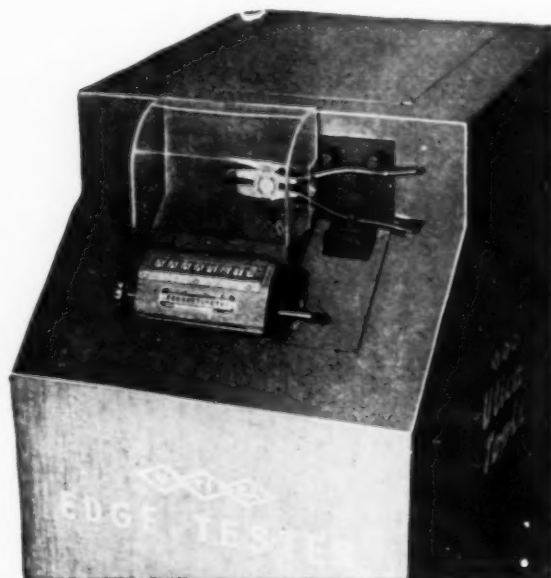
All across the country where this automatic edge tester has been demonstrated with UTICA® pliers, thousands have marveled at the rugged, long life of the UTICA cutting edge.

Pliers used are standard, out of UTICA stock, and the wire is .080 hardened steel plow wire (Rockwell "C" 47 Tensile Strength 224,000 P.S.I.). UTICA standards require at least 100,000 cuttings — yet this minimum is often exceeded in our continuing laboratory tests.

The secret is UTICA's own process of extra hardening the cutting edges. Ask for UTICA, and get the benefit of longer tool life.



Note that in this grueling test all cuttings are made at precisely the same points of cutting edges. In actual use, the wear would be somewhat distributed.



**NATIONALLY ADVERTISED  
in big space in  
Saturday Evening POST**

It pays to sell quality tools



and the world's best tools  
are made in U.S.A.

**DROP FORGE AND TOOL  
CORPORATION**

UTICA 4, NEW YORK

In Canada  
ADLAM TOOL & SUPPLY CO., LTD., MONTREAL

# Master Fastest Selling Padlocks



**Hardware Week**  
SPECIAL

APRIL 16-24

**Master**  
OUTSTANDING PADLOCK  
VALUE

LAMINATED  
STEEL

**No. 22**

ONLY  
**45¢**

## No. 22 "STRONG BOY"

- Strong multi-spring warded security, heavy 1 1/2" laminated steel case
- Cadmium rustproofed
- Two corrugated steel keys, 40 changes
- Biggest value in low-priced field

Make sales faster with  
**Master Padlocks**  
EVERY ONE AN OUTSTANDING VALUE

## ... Hardware Week and every week!

Look for Master's ad featuring these two fast selling padlocks in the April 17 Special Hardware Week issue of the Saturday Evening Post. Use the Master sales pennant and newspaper ads in your IRHA Hardware Week kit. And ... look to the complete Master line for steady profits EVERY WEEK OF THE YEAR!



**Hardware Week**  
SPECIAL

APRIL 16-24

**Master**  
FINEST PADLOCK  
PROTECTION

PIN-TUMBLER  
SECURITY

**No. 7**

ONLY  
**\$1.00**

## No. 7 "SECRET SERVICE"

- Finest pin-tumbler, brass cylinder, armored by powerful 1-3/16" laminated steel case
- Extra-heavy brass locking lever
- Two brass keys, 750 changes
- Top security at least cost

**Master Lock Company, Milwaukee 45, Wis. • World's Leading Padlock Manufacturers**

# HARDWARE INDUSTRY NEWS

MANUFACTURERS - WHOLESALERS

## New Representatives Join John T. Everett

TWO NEW SALES representatives have joined John T. Everett & Co., manufacturers' representatives, with headquarters in Memphis, Tenn., it was announced recently by W. N. Wilkerson, managing partner.



Bonner Ragland



John Keyworth

They are Bonner Ragland, North Texas representative, and John Keyworth, Louisiana representative.

Ragland, born in Memphis, has lived for nine years at Dallas, where his headquarters will be at 5638 West Amherst Ave. He was formerly distributor sales manager

of MacMillan Petroleum Corp.

Keyworth, 25, has had several years experience as southern representative of a portable tool manufacturer. He is a native of New Orleans and now lives with his wife at 1228 Arabella Street in that city. He attended Southwest Louisiana Institute.

## Stratton & Terstegge Co. Completes New Addition

THE LATEST ADDITION to Stratton & Terstegge Co., Inc., hardware wholesalers, has been completed and is located at 1533 West Main Street, Louisville 3, Kentucky.

The construction is of reinforced concrete with sprinkling system throughout. The fifth floor of the building is composed of offices for all management of the company, and the offices are air conditioned. The fourth floor is occupied by the

Sales Department and Personnel. Also on this floor are displays of many of the leading lines carried by the company, and a modern company cafeteria. Other floors in the building are for warehousing of broken package merchandise. All heavy wire products such as nails and wire fence are carried in the basement.

The new building is served by two freight elevators and one passenger elevator. There is dock space to accommodate 15 trucks at one time.

With this new addition, Stratton & Terstegge facilities now cover 13½ acres. This acreage includes the Anchor-Hart Division, New Albany, Ind., Birmingham Branch in Birmingham, Ala., and the Appliance Division at 1533 Bank St. and the Manufacturing Division at 16th & Rowan St., Louisville.

An open house date is to be announced.

(Continued on page 34)



Stratton & Terstegge Co.'s new building in Louisville



*Self-Service Salesman*

*the*






# LAMSON BOLT BAR



- Glass compartments attractively display 106 items • Sturdy construction, washable enamel finish • Colors: Coral & gray with black kick-board • Illuminated illustrations of typical bolt uses, fluorescent light, approved wiring.

## WHY EVERY

## MODERN HARDWARE STORE NEEDS A BOLT BAR

- Completely eliminates time-wasting fumbling  and searching.
- Balanced stock of 106 fastest moving hardware sizes of carriage, machine, lag, stove bolts and washers.
- Retail price tickets  each item priced for 50% profit.
- The bolt gauge  and carry home bags  save your time and your customers'.
- Helps you beat chain store competition!
- Increases store traffic  and helps sell other products.  
and most importantly...

**PRE-TESTING PROVES YOU CAN GET SIX STOCK  
TURNOVERS A YEAR FROM THE BOLT BAR**

*The* **LAMSON & SESSIONS Co.**  
General Offices: 1971 West 85th Street • Cleveland 2, Ohio

*Lamson  
&  
Sessions*

### Federated Mutual Marks Fiftieth Anniversary

FEDERATED MUTUAL Implement & Hardware Insurance Co., incorporated in 1904, is this year observing its Fiftieth Anniversary.



Lee Davis

The company is licensed in 48 states and throughout Canada and writes insurance protection for business, home and car. Since its founding in 1904, over \$50,000,000 has been returned to policy holders in dividends. Assets have increased from \$15,000 to over \$27,000,000.

John A. Buxton is chairman of the board; James E. Kidd, president; F. Keen Young, executive vice-president; Edward C. Ellis, vice-president and director of sales, and J. B. Hamilton, secretary.

Federated Mutual's Southern Division, which includes Georgia, South Carolina, Florida, Alabama, Mississippi, Tennessee and Kentucky, has its headquarters in Atlanta, where its operation has been under the direction of Resident Vice-President Lee Davis, since 1921.

### Pennsylvania Lawn Mower Names New Distributors

Fries, Beall & Sharp Co., hardware wholesalers with headquarters in Washington, D. C., and John Duer & Sons, Inc., head-

quartered in Baltimore, Maryland, have been appointed distributors for the complete line of Pennsylvania lawn mowers.

The announcement was made recently by the Pennsylvania Lawn Mower Division, American Chain & Cable Co., Exeter, Pennsylvania.

### E Z Paints Announces Sales Appointments

THE ADDITION of four sales representatives to the southeastern sales force has been announced by R. T. Touchet, Baltimore, president, E Z Paints Central States Corp., a division of E Z Paints Corp.

Appointed were Harry W. Parker, Miami, who will cover Florida; R. T. Austin, Charlotte, N. C., formerly with Glidden, who will cover North and South Carolina; Frank Sledge, Atlanta, covering eastern Tennessee and Alabama, and Al Parks, formerly with Sherwin-Williams, who will represent E Z Paints in Virginia.

At a recent meeting in Atlanta, W. V. Geehan, Milwaukee, assistant to the president, presented the company's new products, merchandising and advertising plans for this year.

### Holder to Head Master Rule's Eastern Sales

MASTER RULE Manufacturing Co., Middletown, N. Y., in dividing its eastern and western sales organizations has appointed R. M.



R. M. Holder

Holder of Ossining, N. Y., as Eastern Division sales manager in charge of all territory east of the Mississippi River excluding Louisiana.

Holder has been in consumer products merchandising since 1910.

(Continued on page 36)

### Jacobsen Sales Conference



President Oscar T. Jacobsen expressed an optimistic viewpoint at a recent sales meeting of Jacobsen Manufacturing Co., Racine, Wis., when special promotion programs and advertising plans were discussed for the present year. A new feature for Jacobsen will be an advertising program in Sunday newspaper supplements in all major cities.

APRIL 1954						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

*Red letter days*  
for you and your  
home workshop  
customers

Display and feature Millers Falls Hand and Power Tools. Home workshopers have the urge to buy — recognize Millers Falls quality. Lead off with these two Hardware Week Specials and watch your sales go up!



ETCHED  
GRADUATIONS

- Professional quality — accurate — well finished — easy reading.
- Serves as a try and mitre square, depth and marking gauge, level, plumb and scribe.

#### BLADE

- Deeply etched — not stamped — 12" blade graduated in 8ths and 16ths, and 16ths and 32nds.

#### BEAM

- Accurately milled working faces with polished edges and black enameled web.
- Knurled thumb nut locks beam at any point on blade.
- Equipped with cat's-eye level or plumb, and scribe.

**#1** No. 1200  
Combination Square

Regular List ~~\$1.80~~

**SPECIAL FOR  
HARDWARE  
WEEK** **\$1.49**

No change in profit margin. You still get full 33-1/3% discount at special dealer cost of 99¢

Packing: 4 in a box — 3 1/2 lbs.  
48 per case — 40 lbs.



**IT PAYS TO SPLURGE  
ON SPECIALS LIKE THESE**

Both tools are popular, volume sellers — and they're being offered at the lowest prices in many years.

**#2** No. 48  
Hack Saw Frame  
Regular List ~~\$3.30~~

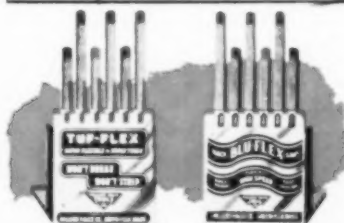
**SPECIAL FOR  
HARDWARE  
WEEK** **\$2.99**

Full 33-1/3% profit margin at special dealer cost of \$1.99

Packing: 1 in a box — 13 1/2 lbs.  
50 per case — 110 lbs.



- For years an outstanding favorite in the higher quality field.
- Fully guarded handle with unbreakable, checked, black "Tentite" grips.
- Exceptionally fine balance.
- Rigid, heavy-gauge frame.
- Adjustable for 8", 10" and 12" blades.
- Beautifully polished and nickel plated.
- Complete with 10-inch blade.



#### They'll need extra blades

Feature "TUF-FLEX"® flexible super-tough general purpose blades; and "BLU-FLEX"® super-flexible high-speed blades for cutting even the hardest alloy steels. Free displays. Write for particulars and general catalog.

Millers Falls Company  
Dept. SH-1, Greenfield, Mass., U. S. A.



*The Mark of Superiority*

specializing in Latin-American markets for toilet goods until the late 1920's and converting to export operations out of New York thereafter. He has been associated with Master Rule since 1937 as salesman, officer and director.

### Doll to Represent U. S. Expansion Bolt

GEORGE W. DOLL has been named district sales manager for U. S. Expansion Bolt Co., York, Pennsylvania, according to a recent announcement from Kenneth B. Zifferer, vice-president and general manager of the company.



George W. Doll

Doll will represent the company in the states of Tennessee, Georgia, Alabama and Florida.

Widely known in the hardware trade in the Southeast, Doll, who will make his headquarters in Atlanta, formerly was associated with Gates Rubber Co.

### Ed Agnew Named to Sporting Goods Post

ED AGNEW has been appointed buyer and manager of the sporting goods department of Higginbotham-Pearlstone Hardware Co., Dallas, Texas. Mr. Agnew began his new duties in December, according to a recent announcement

from O. H. Mann, vice-president of the wholesale company.

Mr. Agnew replaces L. L. "Lum" Foster who is now a representative for Ocean City Manufacturing Co. and Montague Rod & Reel Co.

### Ridge Tool Announces Representative Changes

C. O. "ORRIE" HOLLEN, sales representative for the Ridge Tool Co., Elyria, Ohio since 1925 in New Jersey, Pennsylvania, Maryland, Delaware, Virginia and Washington, D. C., has announced his resignation and retirement. He plans to spend this winter in Clearwater, Florida returning late next spring to his summer home at Ocean City, N. J.

Replacing Hollen in New Jersey, Pennsylvania east of Lewiston and Wilmington, Delaware is Ralph W. Hamlin, from the company home office in Elyria. His headquarters is in Drexel Hill, Pa. Hamlin is a graduate of Baldwin-Wallace College and served two years in the Army Air Corps during World War II.

M. B. "Pat" Williams takes over Ridgid pipe tool sales in the District of Columbia, Maryland, Delaware, Virginia and North Carolina. He was with U. S. Radiator Corp. in Washington, D. C. for six years, 8½ years with Washington area mechanical contractors, including two years with the U. S. Navy, and for the past three years has been southern sales representative for a



M. B. Williams

large tool company of New York City. His headquarters is Washington, D. C.

### Loe to Head Reo Lawn Mower Division Sales

THOR O. LOE has been appointed sales manager for Reo Motors' Lawn Mower Division, Sam Briggs, vice-president, has announced.



Thor O. Loe

Loe joined the Reo staff in 1948 as a regional manager in the mid-western region and served continuously in that position until his present appointment.

A native of St. Paul, Minn., he attended the University of Minnesota. Prior to serving in World War II, he headed the insurance department of the First State Bank of St. Paul. At the conclusion of hostilities, Loe joined the J. M. Dalglish Co. of St. Paul as its sales manager and remained in that position until he joined the Reo organization.

### Shepard Laboratories, Neatslene Co. Merge

THE SHEPARD Laboratories, division of Searle Petroleum Co., has recently acquired the business of the Neatslene Co. The Neatslene Co. has been manufacturers of Sheps leather oils, waterproofings, (Continued on page 40)



# JOHNSTON

has what it takes  
to help you **SELL!**

Lovely Conover Girl Joan Tuby—chosen "Velvet Lawn of 1954" by hardware dealers and wholesalers from all over America—presents Johnston's sales-packed advertising and merchandising program for 1954. Now's the time to get ready to go with Johnston this spring!



## NATIONAL MAGAZINE ADVERTISING



Large space advertisements and frequent insertions in Saturday Evening Post, House Beautiful, Sunset, True, Field & Stream, Progressive Farmer, and Country Gentleman.

## DEALER MERCHANDISING KIT

Complete dealer merchandising materials...including large window banners, sales booklets, mailing pieces, newspaper ad mats and other sales aids. Available at no cost through your Johnston wholesaler.



## TELEVISION ADVERTISING



A special local television program—placed through the Johnston wholesaler—that costs the dealer nothing, plus a regular spot on the CBS network television show—"The Wheel of Fortune"—reaching from seven to nine million prospects every week.

## DEALER DEMONSTRATION PROGRAM

A demonstrator mower of your choice available to the dealer at an extra profit price. Ask your Johnston wholesaler for complete details on this new 1954 offer.



*plus...* the **JOHNSTON Line**  
of precision-made reel and rotary power and hand mowers  
... backed by 40 years leadership in the lawn mower field.



THE LAWN PATROL



THE JOHNSTON ROTARY



THE CRUISER



THE ELECTRIC ROTARY



ALL-STEEL HAND MOWER

# JOHNSTON

LAWN MOWER CORPORATION • BROOKHAVEN, MISSISSIPPI

Now you'll make much more

# WE'LL GIVE

**FREE**

## One Yale 506 Closer



**with every 6 you order  
in this sales making carton**

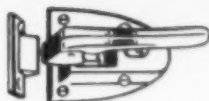


money during IRHA week...

# YOU FREE



## One Yale 1011 Catch



**with every 12 you buy**

### ACT NOW! Order these Yale\* sure sellers today!

To give you bigger, better profits during National Hardware Week, Yale makes this unusual offer: one Yale 506 Airliner Screen Door Closer FREE with every six you buy . . . and one Yale 1011 Screen Door Catch FREE with every 12 that you buy! That's the deal and

it has extra sales written all over it for you! Order from your distributor, today! This offer is good only until April 24th. Stock up today for the hot summer ahead and make every sale an extra profit sale. The Yale & Towne Mfg. Co., Lock & Hardware Div., Stamford, Conn.

### Advertised in 1954's biggest hardware promotion

The Yale 1011 Catch and 506 Closer are part of a big drive to boost hardware sales—a drive that's backed up by special Hardware Week ads in Saturday Evening Post. Boost your sales by tying in with this great profit powerhouse.



\*Reg. U. S. Pat. Off.

**YALE & TOWNE**

animal shampoos and hair dressing. The Shepard Laboratories has for many years distributed a line of disinfectants and insecticides exclusively through the wholesale trade.

The parent company, Searle Petroleum, is one of the oldest lubricating and grease manufacturers in the country. H. A. Searle, Jr., president, expresses his pleasure in broadening the line they have to offer and also in securing the services of the original founder, Roy W. Shepard, who will manage the Shepard Laboratories division.

### **Carborundum Co. Expands Field Sales Organization**

AN EXPANSION in the field sales organization of The Carborundum Co.'s Merchandising Sales Division is announced by Fred W. Scott, Jr., manager, with the formation of a St. Louis sales zone and a central sales zone.

The St. Louis zone will be headed by Robert J. McClure, and the central zone, which covers Ohio and Michigan, will be headed by Leonard C. Murphy.

McClure has been active in the company's Atlanta district as a merchandising salesman since 1948. He was previously associated with R. T. Clapp Co. and Kerr Motor Co., Knoxville, Tenn., and Harts Automotive Parts of Athens, Tenn., and Dalton, Ga. He will make his headquarters in Carborundum's district sales offices at St. Louis.



McClure

Murphy

Murphy has been with the company since 1946. Following a brief period as sales trainee, he was assigned to the Chicago sales district as a merchandising salesman, and since 1949 has been active in the Minneapolis, Minn., area. He will operate from the company's district sales office in Cleveland, Ohio.

### **Ira Kip Appointed Sales Manager of Coughlan Co.**

GERALD N. COUGHLAN, president of the G. N. Coughlan Co., West Orange, New Jersey, manufacturers of the "Easy-Aid" line of



Ira Kip

household chemicals, announces the appointment of Ira Kip to the position of sales manager.

Kip joined the Coughlan organization early in 1949 as sales service manager, and since then, has held the posts of district sales supervisor and eastern sales manager. Kip's new responsibilities will include the supervision of sales throughout the United States.

### **Newly-Elected Remington Arms Officers Announced**

CHARLES K. DAVIS, who retired January 31 as president and general manager of the Remington Arms Co., Inc., is now chairman of the board following election at a recent meeting of the board of



Charles K. Davis

directors at Wilmington, Del. He will maintain offices at 888 Main Street, Bridgeport, Conn.

Davis succeeds M. Hartley Dodge who was elected honorary chairman.

William A. Rockefeller of New York City was elected a member of Remington's board of directors, succeeding the late Judge Albert H. Holland of Morristown, N. J.

Maxwell R. Warden is the new president and general manager advancing from the post of vice-president and assistant general manager, a position he has held since July 1, 1949.

Succeeding Warden is R. H. Coleman. Coleman had served as director of sales since January 1949. In 1951 he was elected a vice-president of the company, in addition to his other duties.

Dewey Godfrey, who has held the position of assistant director of sales since 1949, was elected to a vice-presidency in the company and appointed director of sales.

Godfrey will be succeeded by Gail Evans, who has been manager of commercial sales since December 1951.

Coleman joined the advertising department of the Du Pont Co. shortly after graduation from Bucknell University in 1929. In January 1937, he was transferred to Remington as advertising manager, and was later made director of promotion. He became assistant director of sales in 1944, and in January 1949, was named director of sales. He was elected to a vice-presidency in 1951.

(Continued on page 42)



*You can put your confidence*

**in the**

**'MIKE'**  
®

**line**

**QUALITY TWINES AND CORDAGES**

*Labeled, solid wound balls of*

**SEINE CORD**

SEINE TWINES  
SEINE CORDS  
TROT LINES  
STAGING  
VENETIAN BLIND CORD  
SASH CORDS  
CLOTHES LINES  
MASON LINES  
BUTCHER'S TWINES  
FISHING LINES  
NYLON CASTING LINES  
STARTER ROPE  
JUMP ROPE  
MOP HEADS  
WRAPPING TWINES  
KITCHEN LINES  
EXPRESS TWINES  
CHALK LINES  
KITE CORDS  
PARCEL POST TWINES  
POLISHED INDIA TWINES  
PLASTIC CLOTHES LINES  
JUTE TWINE

**KNOW WHAT YOU'VE GOT**

A **NEW** merchandising  
feature that will help  
both you and your customer

**IN A VARIETY  
OF PUT-UPS**

1 lb. skeins — 12 thru 72 ply

2 oz. balls — 12 thru 24 ply

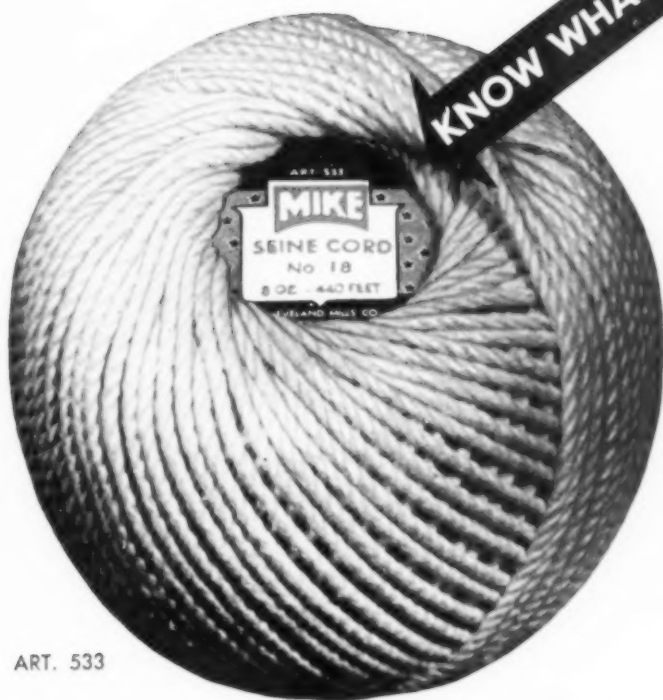
4 oz. balls — 12 thru 48 ply

8 oz. balls — 12 thru 72 ply

Above Sold in 5 lb. Pkgs.

1 lb. balls — 24 thru 72 ply

Sold in Bulk



ART. 533



**ORDERS OF \$50.00 OR MORE, FREIGHT PREPAID.** Orders of less than \$20.00 f.o.b. Mill, Lawndale, N. C., Los Angeles, California, or Marietta, Minnesota. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

When you display the **MIKE** line—  
*it Sells!*

**Cleveland Mills Company**

ESTABLISHED IN 1873

**LAWNDALE, NORTH CAROLINA**

2102 Colorado Blvd.  
Los Angeles 41, Calif.

Marietta  
Minnesota

Coleman is well known in the hardware and sporting goods industries, currently being president of the American Hardware Manufacturers Association.

Godfrey, a graduate of Tyler Commercial College, Tyler, Texas, joined the Peters Cartridge Co., Kings Mills, Ohio, in 1923 as a sales representative. In 1935, after the Peters Cartridge Co. had become a division of Remington Arms Co., he was named assistant district manager at Dallas, Texas, and became manager of the same district in 1940. In 1945, he was made western regional sales manager and became assistant director of sales in January 1949.

Evans, a graduate of Ohio State University, joined the company in 1935 as an advertising assistant. After a series of promotions, he was appointed manager, Commercial Sales Division, from which position he assumes his new duties.

### South Bend Bait Co. Announces Officers

WILLIAM H. MARTINDILL has been named general manager of South Bend Bait Co., South Bend, Indiana, in addition to being re-elected executive vice-president. President Harold O. Stream has announced. Stream was re-elected president and elected in addition to the office of treasurer.

Martindill came to the company early in 1953 with a background of broad experience in manufacturing and administration.



Wm. H. Martindill



Harold O. Stream

G. W. Brooks was re-elected vice-president and continues in charge of all sales activities. Brooks also joined the company in 1953 and it was under his direction that the new policy of exclusive wholesaler distribution was established.

Other officers re-elected are H. P. Gibson and V. W. Leusch, vice-presidents. Mrs. Helen Hennings, a member of the board of directors for several years, was elected secretary. Bertha M. Conway was named assistant secretary.

### Yale & Towne Associate of 38 Years Passes Away

JOHN DUNPHY, well known figure in the hardware industry, died in Covington, Ky., February 1, after a long illness.

He was associated with The Yale & Towne Manufacturing Co. since 1916, when he joined the sales organization of the Lock and Hardware Division at Stamford, Conn. During his uninterrupted career with Yale & Towne, he was at various times a field sales representative, field sales manager, and general manager of the company's Sager-Barrows Division from 1941 through 1943. In partial retirement since 1949, he was sales representative for the Yale Lock and Hardware Division in Cincinnati, Ohio.

Born November 3, 1882 in Covington, Ky., he attended the public schools there and was graduated from Xavier College in Cincinnati.

During the 38 years of his association with Yale & Towne, Dunphy traveled throughout the entire United States. As a company representative, he was a familiar personality at hardware industry trade shows and conventions.

### Walker Promoted to Sales Manager

PROMOTION of Leo E. Walker to the position of sales manager for hardware and paint trades in the St. Louis and Dallas areas was announced recently by the coated abrasives and related products division of Minnesota Mining & Manufacturing Co.

Walker previously had been a sales supervisor in these areas; he joined the company as a salesman in 1945. His headquarters will be in St. Louis.

### Personnel Changes Announced by Atlas

UNDER RECENT personnel changes at Atlas Tack Corp. Anthony J. Sylvia, who for the past several years has been specializing in the sales and production of rivets and staples, is now production superintendent for all Atlas operations at both the Fairhaven, Mass., and Henderson, Ky., plants. Herbert S. Callahan has joined the organization to replace Sylvia in the sales department.

(Continued on page 44)



Herbert S. Callahan

# IRHA



# Hardware Week Values!

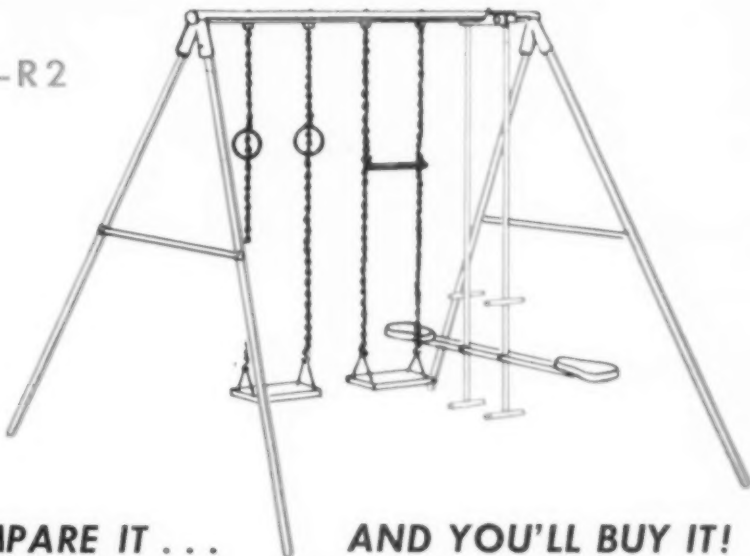
SEE

**Flite-Master**

...THERE IS A DIFFERENCE!

## Flite-Master 931-R2

● Today's best buy in gym sets. It has the same fine design, workmanship, and high quality materials that have made the name "Flite-Master" famous. 1 7/8", 14-gauge steel tube top cross bar—1 1/2", 18-gauge steel tube uprights—1200-lb. test galvanized chain—non-wearing swing hangers—large and roomy, select wood seats, reinforced with metal braces—galvanized hardware, bolts, etc.—sets finished in the finest red and green outdoor enamel.



SEE IT . . . COMPARE IT . . .

AND YOU'LL BUY IT!



... make every day a picnic day  
with a **Flite-Master**

## 7436 Playtime Table

● The Flite-Master Playtime Picnic Table is a beautiful, useable decoration for the yard. And in colder weather, the canopy can be removed and the table used indoors. The set features sturdy Flite-Master construction, plated hardware, striking green and yellow outdoor enamel. The table comes with an adjustable, varicolored canopy top.

WIDTH—40 in. OVER-ALL HEIGHT OF CANOPY—58 in.  
SEAT LENGTH—36 in. HEIGHT OF TABLE—26 in.

**ELECTROS • NEWS MATS • ETCHED PROOFS • GLOSSY PRINTS OF ANY**

**OR ALL FLITE-MASTER PRODUCTS AVAILABLE ON REQUEST**

**Sold exclusively through Jobbers • Write for Free Colorful Catalog**

**CONSOLIDATED METAL PRODUCTS COMPANY • CINCINNATI 2, OHIO**

Sylvia has been with the company for 30 years and has served in the various capacities of accounting, cost, engineering, production control, purchasing and sales departments.

Callahan is a graduate of Syracuse University and has for the past few years been associated with Telechron department of General Electric Corp. as an account supervisor.

### **Todd Represents Forsberg Line**

THE FORSBERG Manufacturing Co., Bridgeport, Conn., manufacturers of Whiz saws and Whirl saws, hack saw blades and frames,



**Walter C. Todd**

coping saw blades and frames, band saws and screw drivers, announce that their line is now being represented in Arkansas, Louisiana, Oklahoma, Mississippi and Texas by Walter C. Todd, 7-D Second Unit Santa Fe Building, Dallas, Texas.

Forsberg also announces that their Whiz saws Model No. 1 and 2 and Whirl saw Model No. 3 are available now to wholesalers.

### **Simpson & Co. Appointed to Represent Decoware**

CONTINENTAL Can Co. announces the appointment of Simpson & Co., Memphis, Tenn., as manufacturers'



**W. K. Simpson**

agent for Decoware under the company's new distribution plan for its metal pantryware line.

The Simpson organization is representing Decoware in the states of Kentucky, Tennessee and Arkansas. Coverage of this region is handled by W. K. Simpson, with the assistance of a detail man who contacts wholesaler salesmen.

Simpson has been in the housewares business for eight years. He was president of the Memphis Housewares Club during 1952-53 and is now a member of the board of directors. Simpson is also a member of the Memphis Junior Chamber of Commerce and the Lions International Club.

### **Hurst Named Vice-Pres., Production, Hutson Div.**

MARTIN F. HURST has been elected vice-president in charge of



**Martin F. Hurst**

production of the Hutson Division of The Gibson-Homans Co., Conyers, Ga. The company is a manufacturer of roof coatings, calking and glazing compounds, and allied protective coatings.

Hurst was employed in the engineering department of American Telephone & Telegraph Co. from 1929 until 1951 when he joined Hutson Division as production chief.

### **Auwarter Named Sales Head at Federal Tool**

R. A. WINTER, general sales manager, Federal Tool Corp., Chicago, Ill., announces the appointment of W. R. Auwarter as sales manager of Federal's packaging division.



**W. R. Auwarter**

Auwarter was formerly associated with the sales department of the American Coating Mills.

### **Tom Gibbons, Coleman Advertising Head, Dies**

TOM GIBBONS, 40, director of advertising and sales promotion of the Coleman Co. of Wichita, Kansas, died January 24 from injuries received in an automobile accident early in January.

Prior to joining Coleman last May, he was director of marketing of the Caloric Stove Corp., Philadelphia, after six years as  
(Continued on page 84)





***Priced Right  
for Profits!***

Latest and Smartest  
Addition to the Famous  
Jacks-Evans Line

**Here's New Quality and Beauty  
That Attracts and SELLS**

# *Hearth Flo* VENTED GAS CIRCULATORS

For years a leader in the field of unvented Gas Heaters, Jackes-Evans now offers the most distinctively styled, functionally designed and beautifully finished vented Gas Circulators available today. Scientifically engineered in every detail for the maximum efficiency your customers want, they are made in four sizes from 20,000 to 60,000 BTU per hour — for all types of gas. Approved by the American Gas Association.

## **With These Selling Advantages**

- Gleaming Hammer-Coat Enamel Finish
- Exceptionally Sturdy Frame
- All-Welded Cabinet
- Sealed Combustion Chamber
- Scientific Burners and Controls
- Highest Efficiency—Longer Life

J-E Hearth-Flo Vented Circulators are priced right for profits, too—they'll be the most beautiful, fastest selling, quality line on your floor.

**ORDER NOW FROM YOUR WHOLESALE**



**JACKES-EVANS MANUFACTURING COMPANY**

St. Louis 15, Missouri

*Quality Manufacturers Since 1888*

Makers of famous

*Hearth Flo*

unvented Room Heaters—

"St. Louis Blue" Stove Pipe—  
Jemco Wood Heaters.

.....> **SELL THE FENCE**  
**THAT HELPS YOU SELL!**

.....> **DIXISTEEL**

TRADE MARK



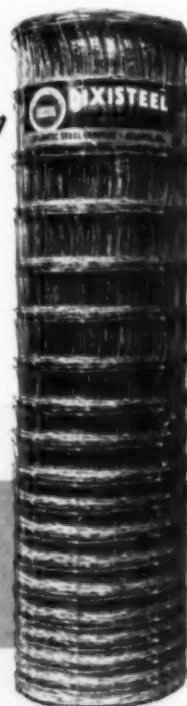
*Dixie Farmers and Ranchers* know about DIXISTEEL Fence because they read about it regularly in Southern farm and ranch publications with combined circulations of 702,859 a month!

DIXISTEEL Barbed Wire and Staples are also featured in these advertisements which urge farmers to ask you—their dealer—for DIXISTEEL products.

It will pay you to make your store headquarters for DIXISTEEL products and cash in on this advertising that is published to help you sell.

**THE SIGN OF  
QUALITY**

You can sell DIXISTEEL Fence with confidence. It is made from top-quality steel, heavily galvanized for long life and priced right.



**MADE ONLY BY THE**

**ATLANTIC STEEL COMPANY**

P. O. Box 1714

**ATLANTA, GEORGIA**

EMerson 3441



At a weekly meeting, one store's sales force and management discuss with top management the month's sales quota. Left to right: E. B. Himebaugh, accountant; Paul Kotek, assistant manager; President John McIntire; Carl McIntire, secretary-treasurer; Charles Stubbs, store manager; Bob Parrish, service manager, and Charles McIntire, operations manager

## ***All employees share in this*** **Monthly Bonus Plan**

**By B. Miller**

**If the economic forecasters are correct sales may come a bit harder in '54—all the more reason why an incentive plan may be just what is needed to bring forth that extra effort on the part of sales personnel. Here's a plan, for example, that is proving highly successful. If you have some effective ideas of your own, let us know. In future issues we'll pass them along to other hardware men**

**E**MPLOYEES of the McIntire Hardware Company can be depended upon to give a top sales performance every day in the year—and the reason is obvious. This organization, which operates suburban stores in Kensington and Chevy Chase, Maryland, has in effect a bonus plan in which all employees share and which provides added compensation monthly.

As a result of this incentive to superior effort, cooperation among store employees leaves nothing to be desired, and employee morale has remained constantly high. Since the plan was put into effect, employees have become more alert and better informed. To management, it is obvious that they feel they have a real stake in the business. As a result they have improved store appearance with more effective displays, and, by looking to store managers for

leadership in building business, keep management on its toes.

Though the plan has been in operation only a brief time, sales volume has increased 14 percent—ample evidence to the owners of this business that a monthly bonus pays off.

"Prior to the time this bonus plan was started, we had been giving our store personnel an annual bonus at Christmas. This came to be an automatic award, expected by employees as part of their salaries at the holiday season," said Charles McIntire, operations manager.

"We felt that there was a real need for making the bonus into something that would have meaning for our employees. Formerly, we had awarded the Christmas bonus on the basis of service, and, supposedly, the effort an employee put into his job. But this provided little incentive for concerted effort throughout the year. We wanted employee awareness every minute they were on the job—from store



Fred Bergstrasser, left, manager of the Kensington store, gives James Devine, a store salesman, a check for his share of the monthly bonus

manager down to the truck driver. We wanted our employees to realize that the better performance they turned in, the more it would mean to them, eventually, in added compensation. We wanted a system in which the amount of extra money an employee received monthly would depend on the store's performance, and we wanted employees to realize that store performance depended directly upon individual effort and close cooperation among employees."

#### Sets Sales Quota

Having both sales and office personnel in mind, the McIntires devised an incentive plan in which a sales quota for each of the two stores would be set at the beginning of the month. (A third store was being completed at the time of the interview.) This quota is based on the volume of business done in the corresponding months of previous years, taking into consideration current business conditions, amount of promotional expense, etc.

As a starter the first month or so, the company established quotas below sales figures of previous years in order to give employees a better opportunity of realizing a bonus at the very beginning. The aim was to work gradually into the plan as quotas were advanced.

If a store makes its quota, a bonus of \$50 for that month is set

aside for employees. For each \$1,000 of sales in excess of the quota another \$50 is added to the monthly bonus. For example, if a store's monthly quota is set at \$12,000, a bonus of \$50 would be set aside as soon as the quota is reached. If the store's sales for the month come to \$13,000, another \$50 would be set aside. In other words, a \$100 bonus would be available for division among employees when a monthly quota is exceeded by as much as \$1,000.

In the beginning, owners of the company realized that the key man in a store's successful operation is the store manager. Accordingly, it was decided that 35 percent of the monthly bonus would be awarded to him, with 20 percent going to the assistant store manager. Five percent from each store's bonus is awarded to the warehouse manager with another 5 percent going to the service manager.

Since the store manager was most familiar with the work of his employees he was given the responsibility of distributing the remaining 35 percent of the bonus among his sales people as he saw fit.

This is what happened one month at the Kensington store, when the monthly bonus for the store amounted to \$200. The store manager received a bonus of \$70, the assistant manager counted 40 extra dollars in his pay envelope, the warehouse manager received \$10 and the service manager \$10. The balance, amounting to \$70, was divided among three sales persons and one truck driver.

"We feel that the store manager and his assistant should receive a major portion of the bonus, for they are the store's best salesmen," McIntire explained.

Many advantages have become apparent since the plan's introduction. Sales employees push each other and their manager into their best performances. They become impatient and intolerant of laggards. They resent anyone who is

(Continued on page 71)



As a result of bonus plan, salesmanship has become more effective. Here, Charles Parsons, left, describes the features of a hand saw





A notable increase in sales of electric housewares resulted when this dealer adopted a newer, fresher merchandising plan for this highly competitive line. Left, booth-like section wins attention

# Keep Electric Housewares Moving

—a "before-and-after" sales story

By Robert Latimer

**T**WO YEARS AGO, the electric housewares lines at Neice Hardware Co. in San Antonio, Texas, were slow-moving, space-consuming, and generally a "head-ache" to Vernon L. Neice, manager of the business.

Today, electric housewares rank near the top in sales volume for the store. What turned the trick in this, one of the most competitive lines of merchandise on the market? Neice gives full credit to an entirely fresh merchandising policy.

The "before" picture in this "Before—and—After" sales story was painted by Manager Neice somewhat like this: Until the last two years, small electric appliances were shown in a standard manner on display tables amid other merchandise. Consequently, they came

in for only a fair share of attention. All of the housewares items were sold by the salesman who happened to greet the customer as she entered the store. "Specialization" by salesmen did not enter the sales picture.

Despite the fact that the store had long carried nationally-advertised lines of electric merchandise, and enjoyed an excellent location in the Alamo Heights section of the city, sales were quite disappointing in that line.

Neice decided that "something had to be done about it."

## A Fresh Approach

Devoting several weeks to a study of the problem, Neice visited other retailers such as department and appliance stores. As a result, he came up with some fresh ideas on presenting his appliance lines. Once carried out, these resulted in:

a steady increase in the sales of electric housewares, and have made the department one of the most important in the store.

So, the "After" picture at Neice's spotlights the unusual success the company has had with a merchandising policy based on "specialization."

The electric housewares section has been completely relocated, just to the left of the main entrance of the store, where it has become actually, "a store within a store." The distinct department was established by setting up a curving glass counter, composed of two rectangular cases and a curved model. This afforded a space of 12 x 7 feet for the housewares section. On the wall to the left, a five-shelf-high wall fixture was constructed. This extends eight feet in height and serves to catch the attention of visitors. Along the

(Continued on page 72)



Sales schools such as that conducted in the past several years by Corpus Christi Hardware Co., left, help in giving retail sales people the product knowledge essential to successful selling. However, only a relatively few dealers currently have in operation programs originated in the store and designed to teach better merchandising and selling techniques. Among the few dealers who do have periodic sales meetings results are reported as highly satisfactory

## ***Southern dealers give report on***

Sales training programs are currently being operated by no more than 28 percent of southern hardware retailers, but many of those who have no such programs do have some positive plans for the future. Meanwhile, 59 percent have incentive arrangements designed to stimulate more effective sales effort on the part of employees

# **The Sales Training Picture**

**T**HOUGH MANY economists have flashed warnings that increasingly severe competition is the prospect for future months, few southern hardware dealers, at the moment, have shaped training programs designed to prepare store salesmen for the selling job ahead. In brief, it appears that retail salesmanship is being woefully neglected.

This is one conclusion that can be drawn from the results of a survey conducted recently by SOUTHERN HARDWARE among a large number of dealers in the 16 southern and southwestern states.

Further, the survey—made in order to determine just what is being done to train hardware sales people—disclosed that only a small number of dealers hold periodic sales meetings, but among those who do, results are highly satisfactory. Despite the lack of formal sales training being carried on, at

least half the dealers participating in the survey expressed the belief that their employees are actually selling merchandise. And a substantial majority replied that sales people in their stores are practicing suggestive selling. The importance of this phase of selling was emphasized particularly, for virtually all dealers using suggestive selling commented on the effectiveness of this procedure in leading to extra sales.

Except for those dealers handling appliances, outside salesmen do not figure prominently in the sales activities of most southern hardware retailers. The relatively small number who do use outside salesmen employ them on a full-

time as against a part-time basis, with results, generally, being satisfactory.

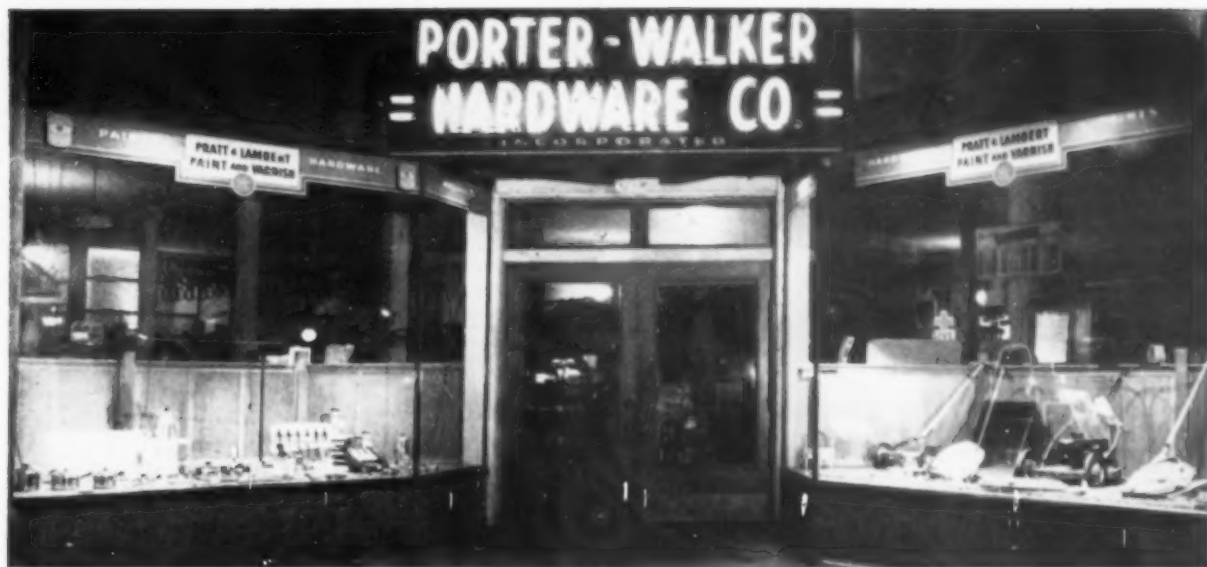
As an inducement to greater sales effort, a majority of the dealers participating in the survey do have in operation some form of incentive plan. These range from simple commission arrangements to the more complicated bonus plans based on such factors as company earnings, employee's length of service and other variables.

Generally, the results of the survey indicate that with sales holding to comparatively stable levels, southern hardware retailers have not felt too pressed in the matter of training salesmen. But action now in the positive training of sales employees can give the dealer a tremendous competitive advantage in the future.

Following are detailed replies to the survey questions.

(Continued on page 78)

**Southern Hardware  
TRADE SURVEY**



## Half - Million Volume *with a small sales force*

A SMALL TOWN hardware store, the Porter-Walker company of Columbia, Tennessee, not only sells half a million dollars worth of merchandise a year, but handles this volume of business with a sales force numbering no more than seven persons.

Customers are served quickly and efficiently and full credit for this efficiency is given to the staff of well-trained salesmen and to a system of operation that reduces wasted motion and customer impatience to a minimum.

This company, with its 96 x 110-foot floor area, emphasizes the importance of merchandise being fully departmentized. Further prominence is given to individual items through use of separate shelves, groupings, racks, etc. But the most important aspect of the arrangement of stock is the man-

ner in which sales people use this to advantage.

Each salesman has a department for which he is generally responsible. However, should the situation arise, he may carry his customer into any other department and sell him an item there.

"The reason we follow that

policy," explained C. D. Anderson, one of the store's four partners, "is that there are many customers who have their favorite sales person. Our employees are loyal boosters of Porter-Walker; they have a wide local acquaintance, and they are responsible for many of our regular customers. When



This fully departmentized store gives further prominence to individual items through use of separate shelves, groupings, racks, etc., such as the display of wrench sets at right

Store has floor area measuring 96 x 110 feet. Each of company's seven salesmen has a department for which he is generally responsible. Salesmen, however, can sell in all departments. No loss of time is involved when salesmen sell outside their departments for all items are price-marked



such a customer walks into our store, he seeks his favorite sales person, even if the item he wants is in someone else's department. If the known sales person should direct him to another department and to a salesman he doesn't know, the customer may walk out without buying. Or, if he does buy, he doesn't leave with that feeling of friendliness that he would have had if his chosen sales person, who was responsible for his trading with us in the first place, had followed through on all his needs."

Porter-Walker operates on the principle that a customer will soon forget where he bought a dollar article for 80 cents, but he never forgets the warm congeniality with which a salesman sold him a dollar's worth of merchandise for one dollar. Of course, customers who do not have favorite salesmen are directed to the right department, where it is the duty of the salesman in charge to cultivate a friendly relationship with them.

The practice of having one sales-

man help each customer with the selection of ALL his needs has been a major factor in building the store's big list of repeat customers. Each salesman retains and broadens his circle of friendships outside the store, thus further building store traffic.

To help salesmen become efficient in serving customers in so many different departments, the stock is arranged so that not only the salesman, but the customer also, can select any item wanted without difficulty. Rows of merchandise, with aisles between, extend across the store, so that the sales person or customer can walk around and find practically everything within arm's reach. As far as possible, every item is price-marked, permitting a salesman to sell any product outside his department without loss of time in determining the price. This system also helps a new sales trainee to familiarize himself with the store's variety of merchandise.

"Our arrangement of stock is

sufficiently attractive to hold a customer's attention and occupy him when all sales people are busy serving others," Anderson explained.

Suppose, for example, a customer wants a tool. In one of the rows of merchandise is a neatly constructed small tool rack, containing planes, pipe wrenches, pliers, hammers, etc. Each type of tool has its separate place on the rack, and each tool is price-marked. If all salesmen are busy when the customer comes in, he can easily spot the tool rack and select his tool by the time the salesman reaches him. Naturally, this saves much time and enables the store personnel to serve more people.

Often one sales person's department becomes so active it reaches into another department. For example, the sales lady who handles the wallpaper department with its related items, is often asked, by the customer, to help—selecting other household items. Consequently, she frequently is called on to show housewares, electric irons, and other such items. As a result, the management has set up a special counter of housewares near the wallpaper section. If the requested household item is not on this counter, she leads the customer back into the regular housewares department for it.

Individual group displays play an important role and continually challenge the ingenuity of both management and salesmen to arrange them in the most provocative, eye-appealing way. Sales personnel derive much pleasure from deciding whether a display of related items will compel more at-

(Continued on page 79)





# Modernized Displays

## *move more merchandise*

**W**HEN W. F. DISMER decided to do a bit of remodeling and revamp the counter space in his Washington, D. C., hardware store, he wanted not only to add a little modern-day glamor but to greatly simplify things for customers, sales personnel and Mr. Dismer.

In spare, non-productive time, the major change was wrought right on the premises in the form of a group of open, five-tiered display tables built by employees to replace the long 28 footers they had used for years. The cost: \$85. The immediate results: broader aisles; well-arranged, straighter, cleaner stock; easier—by one-third the time!—inventories; and best of all, happier customers, happier clerks. By way of long-range results, signs are pointing already to a greatly increased volume of sales for Dismer's.

"Not too long ago," explained C. L. Walleigh, Dismer's assistant, "we were not only overstocked with a vast assortment of mer-

chandise, but we often lost sales simply because we couldn't find what we wanted. Items were hidden behind items, and things were quite hard to keep clean. Smaller items were sometimes to be discovered only at yearly inventory. Or else, if one was certain they were there, it frequently meant a lot of unloading or getting down on the knees and digging into dark corners of the cupboards under the tables."

"And inventory—," Walleigh continued, "that meant hours of sorting out, counting, finding another half-dozen units of the same item stuck out of sight, recounting, and changing figures. The simple renovating we did with these tiered tables has eliminated all these difficulties and improved our operation unbelievably."

With a store salesman helping, Walleigh built the new tables in off-time. Using  $\frac{1}{2}$ " plywood, he made a 5-shelfed table with grad-

*(Continued on page 79)*



Open, five-tiered tables shown in top picture were built by store employees at a cost of no more than \$85. Garden supply department has special lighting effect to attract customers there from the front of the store



Road maps and folders prepared by the State publicity department are readily available at the Fulcher Hardware Co. in Hazen, Arkansas

## Special services for sportsmen

# Boost Sporting Goods Sales

By S. W. Ellis

**A** MERCHANDISING program designed to make passing tourists stop, enter, buy and return the next season is adding several thousand dollars annually to gross volume for the W. B. Fulcher Hardware Co., located in the popular fishing and hunting area near Hazen, Arkansas. And much of this extra volume is repeat business resulting from the extra services that Manager W. R. Chedester makes available to visitors.

One of the main attractions that brings tourists into the highway store is the large neon sign that tells them, night and day, that tourist information is available here—information said to be as complete as can be obtained from the state publicity department.

Chedester has a large county map, operated by pulley, which he lowers in the sporting goods department for fishermen to examine. The best fishing spots in the area are marked for them, for although this county map shows the White River lakes that have become noted, among fishermen, the lakes are unnamed. On his retouched map, Chedester names them—Lost Island, Shallow Ford, Slippery Lake, Spring Lake, Horn Lake and others where fishing is



Having previously heard of the store, many tourists make a special stop to inspect the store's complete displays of hunting, fishing equipment

worth recommending to visitors.

During the hunting season, the best camping areas are marked as well. Chedester is prepared to tell the sportsman about the people who run the camps, the cost, and other information.

Any day during the fishing season he can tell the tourist or the sportsman how well the fish are biting, information that he obtains daily by keeping in touch with

camp owners and fishermen who come in.

In another part of the store he keeps a large supply of tourists' folders prepared by the state publicity department. Tourists' wind-shield stickers, maps showing vacation spots, road maps, and copies of the game and fish laws also are available.

The store also is well-stocked with sporting goods, general hard-

Display table of items of special interest to tourists encourages impulse buying. Much of this tourist trade is repeat business



**Situated near a sportsman's paradise in fishing, hunting territory, this dealer adds greatly to yearly volume by catering to and building a big tourist trade**



**W. R. Chedester, manager of the store, shows a tourist a map of the county, retouched to show the best fishing and camping locations**

ware and automotive supplies. "We try to sell every tourist those supplies which will make his trip more comfortable," said Chedester. If the tourist has a large thermos jug in his car, he is shown smaller quart and pint bottles. A complete display of camping supplies and sporting goods, including an extensive array of fishing tackle, guns, and ammunition, appeals to many.

"Many a tourist visiting from other states," Chedester said, "is not aware that he is in one of the finest fishing and hunting sections of the South until he stops here. After we get him interested, briefing him from our maps and folders, we often sell complete outfits for camping, fishing, or hunting."

And tourist business is a strong repeat business here. Even out-of-state tourists, having had their

vacation made more enjoyable by the store's efforts, return the next year. While the pictures accompanying this article were being made, a car with an Iowa license stopped. "We're back again," grinned the driver. "I want to look at your fishing map."

The tourist had been through last year and had sampled the store's excellent service. Last year and again this year the Iowa group bought fishing and camping supplies and used the information furnished for an anticipated enjoyable vacation in the locality.

Duck-hunting season always brings repeat business from customers who have learned that they need not stock up on hunting supplies until they reach the bright little hardware store on the highway.

In this area the hunting and the fishing seasons overlap for so long a period that both hunting and fishing supplies can be promoted profitably at the same time. A layaway plan is used extensively for the more expensive items, such as guns and fishing rods.

Displays are arranged somewhat differently from the usual. A typical table display designed to serve the tourist who will camp either in the open or in a cabin shows coffee percolators, tin dipper, dish pans, shears, gasoline cans, car-conditioning supplies, baby auto seat, and small toys.

Because the owner, W. B. Fulcher, operates two stores, the second one being ten miles west at Carlisle, his individually printed folders for advertising purposes have proven profitable. The two stores coordinate their promotions,

*(Continued on page 80)*

By Wendell O. Givens

## *Broad inventory, planned promotion*

# Build Fencing, Roofing Sales

**L**EWTER HARDWARE Co. of Huntsville, Alabama, long has ranked among the South's leading dealers in fencing and roofing chiefly by maintaining large and varied stocks and by advertising the fact.

Since Owner J. M. Lewter launched his business in 1928, his store has come to be headquarters for these lines of merchandise for farmers and townspeople alike. A farmer came in recently for a rush order—he wanted 1100 feet of five-foot “non-climbable” fence to enclose a fish pond. He had come to the Lewter store solely on the strength of the store's reputation for having a broad stock of fencing. The order was filled to the letter, right off the store lot. This

**Since 1928, this Alabama dealer has had an unusual yearly volume in fencing and roofing materials. Here's his formula**

incident, multiplied manifold, accounts for the store's substantial volume from sales of such merchandise.

How does Lewter do it? The company handles more than 30 types and sizes of fencing, 14 types and sizes of steel roofing, steel posts, and the usual assortment of smooth wire, nails, staples, etc.

Lewter maintains an average of from five to seven carloads of

fencing and roofing in stock all through the year. A railside warehouse and a spacious storage lot at the store make this possible.

He handles one line of fencing exclusively, and one only of steel roofing, both of the same manufacture. This facilitates handling and stocking, assures prompt service by the source of supply and is highly advantageous from an advertising standpoint.



Above, steel roofing display shows large assortment of types and sizes from which to choose



Below, J. M. Lewter, owner of the company which is one of South's top fencing, roofing dealerships





Clockwise, salesman selects nails and staples for roofing customer. View of part of Lewter fencing stock and delivery yard at top. Right, Lewter says, "If it's fencing, we have it!"



The fencing and posts are arranged in the store yard for maximum display purposes and convenience in handling and loading. One thousand posts are kept in stock. According to Lewter, about one fencing customer in 10 purchases posts. Roofing is stored in a rear shed and in the rail warehouse.

#### Promotion Plans

The Lewter company's best advertising over the years undoubtedly has been by word of mouth as more and more customers have come to the store for these products. Currently, as additional business boosters, Lewter employs newspaper advertising once or twice a week, radio and direct mail.

Direct mail material is provided by the manufacturer, and Lewter uses "stuffers" with monthly statements. In addition, the store buys a national syndicated publi-

cation for distribution to its customers.

Other advertising items include a handbook with a wide variety of farm information, and a memo pad, both provided by the supplier, with the Lewter company name printed prominently on the cover.

Delivery service is no problem for Lewter, even with the bulky fencing and roofing. The company's specially-equipped trucks range as far as 50 miles from Huntsville on deliveries.

What about the trivial orders on which the profit often disappears? "We aren't bothered with them,"

Perhaps you have a formula for developing added volume on a certain line. If so and you'd like to share the idea with other members of the trade, drop us a line. We'll pass the info along in future issues of Southern Hardware

said Lewter. "Except on rare occasions to accommodate longtime customers, we don't deliver unless we can show a profit. We operate on a sort of flexible mileage system—the heavier the order, the farther we'll go."

#### Take-Home Purchases

Even so, more than half the fencing and roofing customers at Lewter's take home their own purchases. And a majority of them pay cash.

The Lewter company holds no sales of fencing or roofing, and does not provide installation service. "We simply make certain we have the goods the customers want," Lewter explained. "We sell at competitive prices and the people of this area apparently are satisfied with our setup. We've been selling them since 1928, and the results have been excellent. With a broad inventory and good promotion, you just can't miss."



**Large dealer attendance at Sullivan's**

## **Sporting Goods Show**

MORE THAN 275 dealers from four states attended the sixth annual dealers' Fishing Tackle and Sportsman Show held in Green-

ville, South Carolina, January 19-20, by Sullivan Hardware Co., hardware wholesalers with headquarters in Anderson.

In addition to the large number of dealers, there were more than 500 specially invited guests most of whom were in attendance because of interest in various outdoor clubs and conservation groups.

Success of the show both from the standpoint of dealer attendance and volume of orders placed was even beyond the expectations of company officials.

(Continued on page 82)



Attesting to the interest of southern hardware dealers in sporting goods lines, more than 275 dealers attended the sixth annual sporting goods show held recently by Sullivan Hardware Co. Company officials reported that volume of orders placed was heavy



# # OCEAN CITY 3000 *Spinning* REEL



Engineered,  
Manufactured  
and Serviced  
in U.S.A.

• FULL BAIL

• CROSS WIND

• RIGHT OR LEFT HAND OPERATION

• ANTI-REVERSE

• ADJUSTABLE DRAG

• LONGLIFE LINE ROLLER

**\$19.95**

More than twenty great features including all the best to be found in foreign and domestic reels; four years of research and testing; the priceless experience and know-how of decades of incomparable Ocean City craftsmanship . . . never before in history has a reel been produced with the consumer's wants so carefully in mind, and the dealer's profit so absolutely assured.

The retail price is only \$19.95.

**SEE YOUR JOBBER TODAY! Write for Free 1954 Catalog, Dept. M-3.**



## OCEAN CITY MFG. CO.

"A" and Somerset Sts., Phila. 34, Pa.

# WILL YOU SELL ALL THESE HOUSE PAINT CUSTOMERS? (And How Many Will Come Back?)

## The man who has a fume or mildew problem

In seashore or factory areas, wherever sulphur gases or mildew may be prevalent, Davis dealers "win friends and influence people" with *Lectung Process fume proof and mildew resistant Outside White*. This paint is exceptionally white. It is economical and self-cleaning.

## He wants to cut costs with one coat

Davis customers save about 40% on labor and materials, and get excellent results. *Snopaque One Coat House Paint* is self-cleaning, and has been formulated with the maximum amount of oil to give years of service.

## She insists on "nothing but the best"

Davis dealers can satisfy this demand with *Ready Mixed House Paint*, which is made with the whitest titanium pigment. This pigment slowly chalks and leaves a clean, uniform white appearance at all times, and an ideal surface when repainting becomes necessary. Also available in the latest clear-tone colors that last for years.

## He likes to mix his own colors

Davis *Trim and Tinting White* won't wash down over dark body colors when used on trim. It contains non-chalking titanium pig-

ment which provides maximum color retention when tinted with Davis Oil Colors and used on the body of the house.

## "Give me a good, inexpensive paint!"

This customer, interested mainly in economy, will get more than satisfactory service from Davis *Bounty House and Barn Paint*, with good covering whiteness that lasts for years.

## "I just want to paint a shed"

*Bounty Stockman's White* answers that demand. It's a good utility paint—low priced . . . non-toxic . . . and mildew resistant.

## This customer wants bright trim colors

Davis *Trim Colors* represent one of the latest and most advanced developments in paint making. Bright, attractive, permanent colors that dry quick and hard with high gloss that protects the trim and gives added beauty to the home.

## He has cement and asbestos to finish

He represents the tremendous market for Davis *Masonry Paint White*, which is a special type of oil paint that dries with a low sheen and contains a vehicle that will successfully withstand the alkali conditions often found on masonry surfaces.

*Could you sell all of these different house paint customers, and be sure of their continued satisfaction? You can DO it with Davis! We'll be happy to send you full information on the Davis of Baltimore complete line . . . free of cost or obligation. Please fill in the coupon and mail it today!*

THE H. B. DAVIS CO.  
1701 Bush and Severn Streets  
Baltimore 30, Maryland . . . and Savannah, Ga.

Gentlemen:

I'd like to know more about satisfying customers with a complete house paint line, and why "doing it with Davis" is best for me.

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_



**DAVIS**  
OF BALTIMORE



Officers and directors present of the Oklahoma Hardware and Implement Association, left to right, seated: Hercul Dobyns, first vice-president; O. B. Bennett, president; J. H. Harlan, retiring president. Standing: Director Bryan Dawson; Stewart Martin, advisory board; Directors Herbert Vieth and J. Ray Baker. H. R. Heller, second vice-president and Directors Joe Burnett, Don Evans and Walter Hinton are not shown.



## Oklahoma Convention

**O**F SEVEN speakers appearing before the 51st annual convention of the Oklahoma Hardware and Implement Association, the three directly and actively engaged in either the hardware or farm equipment business found and presented substantial reasons for a good year in 1954, they told the association membership.

The convention, traditionally convened in Oklahoma City and held this year on Feb. 2, 3 and 4, makes use of the Municipal Auditorium which houses business sessions and the mammoth companion merchandising show under one roof. And although the merchandising show appears to grow each year, overflowing into the registration lobby, attendance was below expectations.

In the second and final business session Chester Young, a past president of both the state and national association, reported as chairman for the nominating committee and its recommendations were accepted unanimously by the convention.

These advanced O. B. Bennett of Tonkawa from first vice-president to president. He succeeds J. H. Harlan of Enid.

Only a few days before the convention assembled, G. A. Perrine of Grove, second vice-president, tendered his resignation and the nominating committee reached into the directorate for a first and

second vice-president. These, respectively, are Hercul Dobyns of Stigler and H. R. Heller of Duncan.

Four directors were re-elected, namely: J. Ray Baker of Mangum, Joe Burnett of Henryetta, Herbert Vieth of Kingfisher and Don Evans of Ada. Two new directors are Byron Dawson of Clinton and Walter Hinton of Altus.

The advisory board will consist of Past Presidents Harlan, Stewart Martin of Okmulgee and L. P. Rice of Watonga.

Although no official announcement was made, it became common knowledge during the convention that R. K. (Bob) Thomas, secretary-treasurer, who has guided the association and its successful merchandising show for nearly a decade, has resigned, effective April 1.

His successor has been engaged and he is Aaron Gritzmaker of Oklahoma City, who has been secretary of the Oklahoma Retail Merchants Association. He was to assume his duties March 1 and familiarize himself with his responsibilities with the help of Thomas during the month of March.

President Harlan opened the convention, but after he had disposed of the routine his scheduled annual address was brief and to the point.

"We have reason to be proud of the industry with which we are associated," he said, "because, due to

its basic nature, it is looked upon with honor and respect at all times. And because of the services rendered, we are certainly entitled to a profit. But some highly vicious competition exists and some of it is entirely needless."

Charles E. Diller of Princeton, Ill., president of NRFEA, discussed extensively the national association and its work for members, but first he paraded his reasons for a conviction that 1954 can be a good year for farm equipment dealers.

"Farm income will not be much less if any in 1954 compared with 1953," he predicted, pointing out that farmers are in good position financially and adding, "farmers bought 45 percent of all U. S. savings bonds sold last year, so they have money."

"It is my belief that many dealers who closed their doors could have stayed in business if they had heeded advice that was being given because, for some time, the writing on the wall had shown poor management one of the most common failings in our business."

"Of course, the margin was down and expenses were up in 1953 over 1952, and the net profit was down, too. But if a dealer has a good bookkeeping system, we can discuss better management which will produce more net profit dollars with the same volume of business."

Highly analytical, yet down to earth was the address of Arden S.

Knudsen, assistant manager in the general sales department of the International Harvester Co. He declared at the outset that great opportunities exist in the farm equipment business, but that too many dealers have forgotten that having a substantial number of steady customers is more important than excessive profits from a few.

"Statistics tell us there are 60 millions of employed who are eating more and better than ever before," he said.

"Still the pessimists are saying and believing that to continue expanded U. S. production we must have war or depression. They are waiting for a normal, which is only relative, and the biggest mistake a business man can make is to sit and wait for a normal."

He traced population growth, showing it was far greater than expectations, as assurance of future customers. Then he reviewed the values of eight basic items in the economy, tracing their increases in value between 1940 and 1953 and their losses in 1952 or '53. The total increases in value amounted to 207 percent, while total decreases in '52 and '53 amounted to only 2 percent, he said. The only substantial decreases were in livestock and farm real estate, but farm liabilities had decreased 2 percent for '52 and '53, which offset the decline recorded for assets, he added.

"The market and financial position is good," he continued, "the principal question being how to keep the customers.

"That can be done by always showing you are thinking of the welfare of the community as well as your own. Your merchandising methods and the merchandise itself should convince the customer you are thinking of his welfare as well as your own. You should always see to it that you and your employees reflect the right attitude. For there are potential customers in abundance."

W. R. Noble of Washington, D. C., discussed taxes in general, a possible federal sales tax, the wage and hour law, the Taft-Hartley Act and the pattern usually followed by union organizers in attacking a retail business. He prescribed a counter-pattern for business men.

Other speakers were Ralph W. Carney of Wichita, Kan.; George A. Bowie, of the public relations department of the Firestone Tire and Rubber Co., Akron, Ohio; and Glendon Hackney of Indianapolis, editor of "Hardware Retailer."



Officers of the Tri-State association, left to right, front row: Vice-President Fred Sherwood, President Edgar Brasch, Retiring President Homer Estlack and Director Carl Maurer. Standing: Directors Morton Gragg, G. W. Acker, Gwen Vaughn, Kenneth Cox, Fred D. Huning and Secretary-Manager Marshall D. Shepherd

## Tri-State Meeting

FOR THE FIRST time in the recollection of most of those in attendance at the forty-seventh annual convention of the Tri-State Hardware and Implement Association, in Amarillo, Texas, this western metropolis escaped chilling blasts of north winds and accompanying snow or sleet for the period of the yearly meeting.

It has been tradition that regardless of convention dates selected, the most fierce weather of winter descends upon converging members. But this year's dates—Feb. 7, 8 and 9—coincided with pleasant, spring-like weather that prevailed in much of the nation; and one speaker called for members to remove their coats, while he did likewise, commenting that he wanted to remember this February day in Amarillo.

However, attendance that has held up formerly in the face of blizzards declined somewhat this year. Total registrations were announced as 850. In connection with the convention there were the normal amounts of merchandising displays in the lobby and on the mezzanine floor of the Herring hotel, convention headquarters, and those participating reported good business.

President Homer Estlack opened

the convention without any attempt at a formal address, but told the assembled membership his experience as association president over the past year had been identical with his experience as a member of the board of education in his home town of Clarendon, Texas.

"Before I became a member of our school board," he related, "I knew everything that was going on in the affairs of our school district. After I recognized my duty, consented to run for the school board and was elected, it got to where I did not know anything about what was going on, except what came up in meetings.

"As president of this association, all I have heard about what was going on, at least from the viewpoint of suggestions for improving our association, I heard from traveling men. I heard a lot of suggestions, but they were not made to me or the other officers.

"We are all interested in the well being and progress of our association and I think we will all benefit more if suggestions are made frankly to those responsible for administration of association affairs. The other officers will be with you, some of them for some years, after I leave this office, and I think you should know them. I

new as tomorrow's sun  
...for **GREATER SALES TODAY!**

**3**  
**BRAND NEW**  
**PRODUCTS**

Designed by  
**DAZEY**  
Especially  
**FOR THE HOME**

Manufacturers of  
the World's first and finest  
wall type can opener



**No. 165**  
**TABLE TOPPER**  
**ICE CRUSHER**



The most beautiful Table-Topper Ice Crusher ever produced. Sturdily constructed. Die-cast stand. Rubber feet prevent slipping. Hinged wall bracket allows easy removal of ice cup. Crushes ice fine, medium, or coarse. Ice Crusher can be removed and used in standard Dazey wall bracket. (Extra wall bracket included.) Gives your customers two distinct units for the price of one.



**No. 450**  
**MAGNETIC**  
**BOTTLE OPENER**



Opens any crown capped bottle or can with no effort. Does not distort or damage cap—cap can be used to re-cap bottle with hand pressure. Permanent magnet holds bottle cap from dropping on floor. Fits famous Dazey wall bracket. In gay decorator colors: Red, Yellow, White, Black. Baked Enamel Finish.

**No. 920**  
**PENCIL**  
**SHARPENER**



Especially designed for use in the home. Mounts on famous Dazey wall bracket. Fits flush against wall. Cleanly sharpens standard size pencils. Die-cast body. Long life rotary cutters. Colorful plastic shavings cup and handle knob. Easy for anyone to operate. Can be stored after use.

Mr. Retailer—Your distributor should have these items in stock . . . if not write us.

Be sure

it's a



**DAZEY**

**DAZEY CORPORATION . . . ST. LOUIS 7, MISSOURI**

SOUTHERN HARDWARE for MARCH, 1954

want to introduce them all, and if you see any of them in the next two days here in the hotel, I sincerely hope you will give them your suggestions."

Thereupon, he introduced the officers, beginning with Edgar Brasch, of Levelland, Texas, who later stepped into the presidency on recommendations of a nominating committee headed by Grady Thompson, past president. Other officers, also elected on committee recommendations, include Fred Sherwood, vice-president, of Childress, Texas.

Three Texas directors—Carl Maurer of Friona, G. W. Acker of Perryton and Kenneth Cox of Lubbock—were re-elected. Of three new directors named, one is a Texan, Gwen Vaughn of Tulia, while two are from New Mexico—Morton Gragg of Portales and Fred D. Huning of Los Lunas. Marshall D. Shepherd of Canyon, Texas, is secretary-manager.

With association territory covering parts of Texas and New Mexico—and the Panhandle of Oklahoma—this is the first time in some years there has been no board representation from the Sooner state.

#### PHIT Club Meets

Previously, members of the Panhandle Hardware and Implement Travelers, generally referred to as the PHIT club, had gathered for their annual Sunday morning breakfast and business meeting and had elected Newt Riggs, of Pampa, Texas, to the presidency, succeeding Carl Hill of Amarillo. Jerome Stocking is the new vice-president, succeeding Riggs, and Mel Phipps of Amarillo is again secretary-treasurer.

Directors are G. F. Mikesell, Loyd Myers, James H. Bunker, King Kendrick, Jim Lawson and Sam R. Mitchell.

The convention speaker who removed his coat and found willing followers among all men in the audience was W. J. (Bill) Klein, vice-president of Allis-Chalmers and general sales manager of the tractor division. His subject was, "It's Your Business," but he questioned such a dogmatic conclusion.

He said that in many cases where a factory is attempting to sell its farm equipment franchise, the average, annual dealer profit is often quoted to the prospective dealer. But, he said:

"That is not quite fair. If I were the prospective dealer I would like

to know what the top ten men in the business did and what the bottom ten men did.

"I am going to say some things about some dealers that they would not like, but I won't hurt your feelings because those I am going to talk about are not here. They are the dealers who, if they were here, would be in those empty chairs back there. I would call them hydramatic dealers. Shiftless dealers.

"Is it, after all, your business, or is it partly the manufacturers? Does he have a stake in your business? Does your banker have a stake in your business? I would rather say it is our business, but yours to manage and see that it makes a profit.

"Really, I would rather have the top dealer among the top ten in this room come up here and make my talk for me. For he would be able to tell you a number of things that would help you operate your business at a profit, and here are some of the things he would tell you."

Klein then enumerated seven points, as follows:

(1) Good management; (2) clean personnel, trained to meet the public. ("Do you realize that 80 percent of your customers are greeted by the parts man?"); (3) merchandising used equipment, taking it in, fixing it up, selling it. ("If you would spend 30 minutes appraising and 30 minutes selling you

could make \$100 an hour on used equipment."); (4) watch your field service costs; (5) watch your finances and take the maximum discount on everything you buy; (6) watch your suppliers' items closely; (7) watch collections and open accounts.

Klein said he had heard an outstanding economist forecast 1954 in this manner: "Take the top ten business years in American history, add 'em up and divide 'em and you'll hit 1954 on the nose."

#### Diller Speaks

Charles E. Diller of Princeton, Ill., president of NRFEA, discussed extensively the national association and its work for members, but first he paraded his reasons for a conviction that 1954 can be a good year for farm equipment dealers.

"Farm income will not be much less if any in 1954 compared with 1953," he predicted, pointing out that farmers are in good position financially, and adding, "farmers bought 45 percent of all U. S. savings bonds sold last year, so they have money.

"It is my belief that many dealers who closed their doors could have stayed in business if they had heeded advice that was being given because, for some time, the writing on the wall had shown poor management one of the most common failings in our business.

"Of course, the margin was down

#### PHIT Club Officers



New officers of the PHIT, left to right, seated: Vice-President Jerome Stocking, Retiring President Carl Hill, President Newt Riggs and Secretary-Treasurer Mel Phipps. Standing: Directors King Kendrick, Sam R. Mitchell, G. F. Mikesell and Loyd Myers. Not shown are Directors James H. Bunker and Jim Lawson



**NOW...** from **NATIONAL LOCK**

**...THE GREATEST HARDWARE  
MERCHANDISING IDEA  
IN THE LAST 20 YEARS**

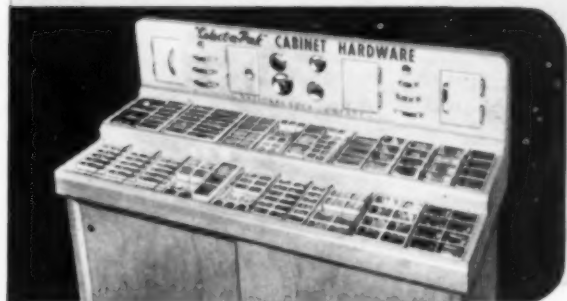
**All These Items Packaged in  
"Select-a-Pak" Slide Boxes**

- forged iron hardware
- cabinet hardware
- concave knobs
- furniture trim
- brass hardware
- small builders hardware, butts, hinges



WRITE FOR NEW  
ILLUSTRATED  
PRICE LIST

- Stimulates impulse purchase ... they see and examine the merchandise
- Presents neat, inviting appearance ... outmodes the old-fashioned envelope ... at no increase in cost
- Makes sales time more profitable ... provides a complete, compact hardware department ... tells price of each item instantly
- Compact packaging ... saves up to 75% display and storage area
- Available in a choice of several different display boards and counter units ... with various types of hardware



**Stimulate Profits by Showing**

**"Select-a-Pak"**

**IN HANDSOME NEW NATIONAL LOCK**

**COUNTER DISPLAYS**

*Buy It From Your Wholesaler*

**NOW MORE  
THAN EVER,  
Distinctive  
Hardware  
All From  
1 Source**



**NATIONAL LOCK COMPANY**

**Rockford, Illinois • Merchant Sales Division**

and expenses were up in 1953 over 1952, and the net profit was down, too. But if a dealer has a good bookkeeping system, we can discuss better management which will produce more net profit dollars with the same volume of business."

One of the convention speakers, Miss Virginia Eicholtz, of the plastics department of the Dow Chemical Co., discussed plastic items that hardware dealers are likely to

handle from the semi-technical viewpoint.

Others on the speaking program were General E. O. Thompson, owner of the headquarters hotel and chairman of the Texas Railroad Commission, who discussed the Texas policy of oil allowable; George A. Bowie, of the public relations department of the Firestone Tire and Rubber Co.; J. H. Walsh, of the merchandising service of NRHA.

There were the customary two, big, wholesaler-sponsored entertainment features in connection with the convention. The Amarillo Hardware Co. reported serving 1,200 at its annual, indoor barbecue and the Morrow-Thomas Hardware Co. entertained with the usual sumptuous cocktail party, to which everyone attending the convention was invited. The annual banquet and dance was sponsored by the PHIT club.



New officers of the association are front row, left to right: Leon B. Parker, first vice-president; Clyde S. Gibson, retiring president; Holley F. Skidmore, president; and Gus E. Hank, retiring board adviser; back row, left to right: Maurice H. Ill, director; Roy Cornette, second vice-president; Frank W. Sower, director; Joe Kirchdorfer, Jr., Louisville, board adviser; Kenneth Cayce, Jr., board adviser; and Ed Keiley, secretary

## Kentucky Convention

**T**HE "DO-IT-YOURSELF" movement has been a tremendous boon to the hardware business, a vice-president of the Reynolds Metals Co. told delegates to the annual convention of the Kentucky Retail Hardware Association, held February 2-4 in Louisville.

Not since self-service came to grocery stores, said Clarence Manning, has there been such a pronounced consumer movement.

Manning said there are an estimated 13,000,000 home workshops in the United States today. Every hour, "do-it-yourself" customers buy \$1,000,000 worth of lumber and building supplies, \$200,000 worth of paint and wallpaper, and spend thousands more for floor covering, he said.

Before World War II, Manning said, there were only a few manufacturers of home power tools in America. Today there are 40 such

firms whose sales are expected to top \$500,000,000 this year.

H. A. Warren, manager of distribution for General Electric Co.'s Appliance Park in Louisville, told the hardware men that the American public has been conditioned to demand "something new" in every appliance purchase it makes.

"We have got to see to it that we always are in a position to supply that 'something new' for the consumer's demands," he continued. "There are not many people left who are content with last year's model of anything."

Dr. J. L. Brakefield, Birmingham, director of public relations for Liberty National Life Insurance Co., told the group there are "five things Americans have learned how to do better than anybody else in the world." These are to use natural resources, to finance and control business, to mass produce, and to distribute.

"But there's a sixth thing American business has been a little slack about," he said. "That is human relations."

He urged the men to admit they're in business because of public permission, that they have stayed in business because of public acceptance, and that all progress in business is the result of public support.

### New Officers

In the election of officers, Holley F. Skidmore, Elizabethtown, became the third member of his family to head the Kentucky Retail Hardware Association. He was elected president unanimously.

Skidmore's father, the late G. W. Skidmore, Elizabethtown, was association president in 1931. H. C. Skidmore, Cynthiana, brother of the new president, headed the group in 1948.

Other new officers are Leon B. Parker, Newport, first vice-president; Roy Cornette, and Morehead, second vice-president. Maurice Hill, Bowling Green, was named a director, and Frank W. Sower, Frankfort, and Roscoe C. Davis, Hazard, were re-elected directors. Edward Keiley, Louisville, was re-elected secretary.

# **TRUE TEMPER** "dynalite" shovels



**EXTRA  
LIGHT**

**Weighs less  
than 4 pounds**

Taper-forged, one-piece blade and socket for greater strength. Metal thicker where wear and strain are greatest.

Fire-hardened handles... straight tapered for easy rehandling.

Smoother blade scours easier. No painting required.

Perfect balance reduces user fatigue. No side wobble.

**Priced for high-volume selling**

**TRUE TEMPER** Corporation • CLEVELAND 15, OHIO

TOPS IN TOOLS FOR OVER 125 YEARS



#### DRAINBOARD MATS

1104 Size: 16" x 17"  
1106 Size: 14" x 16"

Colors: Red, white, marbled black, yellow, green, coral, chartreuse



#### DRAINBOARD TRAYS

1170 Size: 15½" x 15½" (for short drainboards)  
1171 Size: 15½" x 20" (for standard drainboards)  
1172 Size: 18½" x 22" (for standard drainboards)  
Colors: Red, white, black, yellow, green, coral, chartreuse



#### SINK LINER MATS

1211 Size: 10" x 12"  
1212 Size: 12" x 14"  
1213 Size: 13" x 16"

Colors: Red, white, marbled black, yellow, green, coral, chartreuse



#### TWIN SINK DIVIDER MAT

1221 Size: 10½" x 14"  
Colors: Red, white, marbled black, yellow, green, coral, chartreuse



#### STOVE TOP MATS

(Solid Styles)

1302 Size: 11½" x 18"  
1370 Size: 16" x 20"

Colors: Red, marbled black, yellow, green, coral, chartreuse



#### STOVE TOP MATS

(Waffle Styles)

1305 Size: 15½" x 17"  
1312 Size: 16" x 20"

(Larger mat has Spoon Drip Tray)

Colors: Red, marbled black, yellow, green, coral, chartreuse

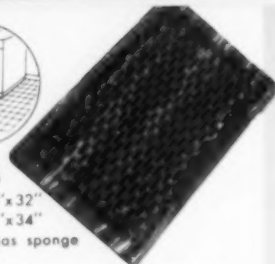


#### FLOOR MATS

1406 Size: 18" x 32"  
1416 Size: 18" x 34"

(Larger mat has sponge rubber insert)

Colors: Marbled red and white, marbled yellow and brown, marbled green and white, marbled black and white



#### SHELF-KUSHIONS

Wall Cabinet Kushion

1611 Size: 11½" x 24"

1614 Size: 11½" x 30"

1617 Size: 11½" x 36"

Base Cabinet Kushion

1627 Size: 22" x 36"

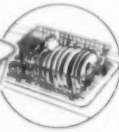
Colors: Red, yellow, green, coral, chartreuse



#### TWIN SINK DISH DRAINER

6008 Size: 12¼" x 14¼" x 5¼"

Colors: Red, white, yellow, green, coral, chartreuse



#### STANDARD DISH DRAINER

6012 Size: 13" x 15½" x 4½"

Colors: Red, white, yellow, green, coral, chartreuse



#### DELUXE DISH DRAINERS

6032 Size: 13½" x 17½" x 5"

6072 Size: 15" x 18½" x 6"

Drainer colors: Red, white, yellow, green, coral, chartreuse

Drainers have special glassware holders and removable, plastic silver cup



#### SINK STRAINER

1702 (heavy, large)

Colors: Red, yellow, green, coral, chartreuse



#### PLATE

STORAGE RACKS

6201 Size: 6" x 11"

6202 Size: 6" x 20¼"

Colors: Red, white, yellow, coral, chartreuse

# GOLD!

# GOLD!

**Y**ou're in real pay-dirt when you work the Rubbermaid lode. Rubbermaid is one of the five highest dollar-products of all the housewares lines. Women *want* Rubbermaid—the quality line they see in their favorite magazines. This year, nearly 86-million Rubbermaid ads pre-sell more customers than ever. *Get your share!*





## You've got a gold mine in the Rubbermaid line

### IT'S A BONANZA! PAYS OUT THE YEAR ROUND!

And multiple profits at that! Women love Rubbermaid's fresh, beautiful colors . . . come in for one item, buy two or three. All *plus* profits!

### HERE'S HOW TO GET THE GOLD OUT OF RUBBERMAID!

**FIRST**, stock a complete, basic Rubbermaid assortment—items, sizes and colors.

#### THEN . . .

**DISPLAY** the complete Rubbermaid line in a good location where shoppers will quickly see it.

**PROMOTE** Rubbermaid in your

local advertising. Use the dealer helps that are provided for you.

**REORDER** regularly to keep your Rubbermaid stocks complete . . . so you can fill the Rubbermaid needs of all your customers.

Let your customers know you carry the items they saw in the colorful Rubbermaid ads in their favorite magazines.

OUR 20TH YEAR

*Rubbermaid* HOUSEWARE

The original . . . complete . . . only nationally-advertised line of rubber housewares

THE WOOSTER RUBBER COMPANY, Wooster, Ohio

#### PLATE AND BOWL SCRAPERS

1901—Plain Handle 1903—Colored Plastic Handle  
1904—Colored Plastic Handle  
Handle Colors: Red, white, yellow



#### DUST PAN

2001—All rubber

Colors: Red, black, yellow, green, coral, chartreuse



#### PET FEEDING DISH

2501 Colors: Red, green, coral, chartreuse



#### BATH MATS

7010 Size: 14" x 26"

7011 Size: 16 1/2" x 28 1/2"

7022 Size: 18" x 30"

Colors: White, yellow, light blue, peach, dubonnet, light green

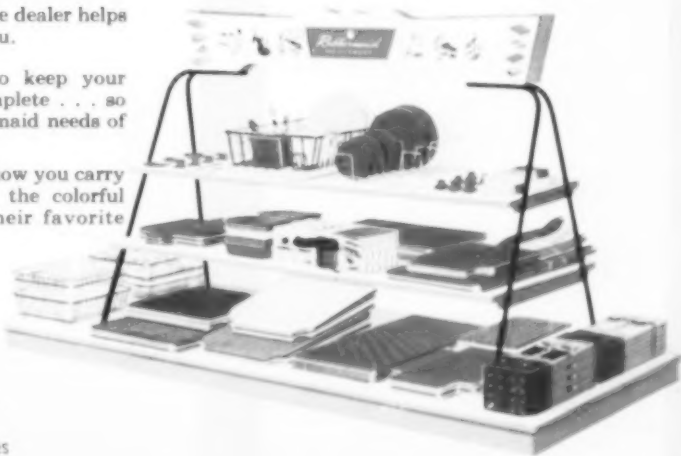


#### TOILET TOP TRAY

7201 Size: 6 1/2" x 19 1/2"

Colors: White, yellow, light blue, peach, dubonnet, light green

**Look!** Set up a traffic-stopping, complete, compact Rubbermaid Department in your store with one of the sales-tested Rubbermaid Display Units.



# WHAT EVERY HARDWARE RETAILER OUGHT TO KNOW

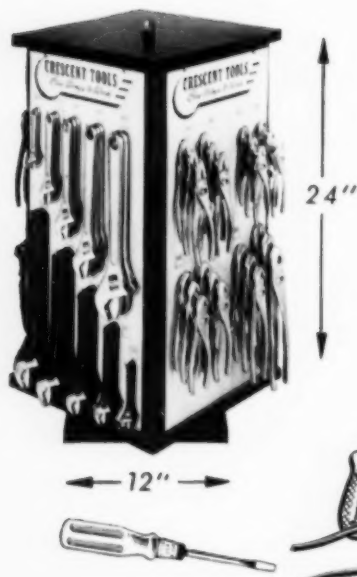


Crescent Wrench  
Display No. DB122



Crescent offers nine different display boards, at no cost, containing popular assortments of fast-moving tools. You pay for the tools only. These displays are all 12" x 24", finished in bright yellow with maroon trim. They can be hung on walls or columns, stood upright on counters or tables in special base mounts which we supply, or any four displays can be mounted on the CD1 Revolving Fixture illustrated at the left. The CD1 Fixture costs Crescent Dealers only \$5.

Ask your jobber for full information.



**CRESCENT TOOLS**

*Give Wings to Work*

*Sign of the Artisan  
Symbol of Excellence*

®

Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by  
**CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK**

## Employees Share in Monthly Bonus Plan

(Continued from page 48)

not pulling his load toward filling and exceeding the quota.

The plan exposes a poor store manager very quickly and prevents a manager from being a bad influence on employees through a lackadaisical attitude or personal irresponsibility. They look to the store managers for aggressive leadership that will give them the opportunity for doing their best.

At the beginning of each month the store manager conducts a meeting in which the quota for the month is presented and discussed. At this time, ways of meeting and exceeding the quota are proposed with sales people contributing their ideas.

Displays or the promotion of one or several items that would tie in seasonally with customer demand are planned. For example, a salesman recently proposed a display of furnace filters, suggesting that 10 cents be paid on trade-ins. This suggestion was adopted with good results.

Charts are made up showing the store's quota and weekly sales figures for the store are posted on the chart for the benefit of employees. If sales figures lag, this situation is brought to the attention of employees at their weekly meetings and discussions follow as to what measures can be taken to boost sales. If employees believe that advertising will help or if other merchandising or promotional ideas for increasing business are brought up these receive careful consideration.

"Since the plan began there has been a fine cooperative as well as competitive spirit among employees," McIntire said. "They feel they have a goal to work for collectively."

To keep their departments constantly attractive to customers, employees see to it that merchandise is clean and displayed orderly. They are consistently on the alert for more advantageous methods of displaying merchandise. In all, they have become better informed salesmen and more loyal employees, McIntire emphasized.

Since the bonus plan was inaugurated, employees receive in added compensation during the course of a year a total amount substantially larger than the bonus formerly received at Christmas. Last year, for example, one of the store managers received a \$200



- Seed Planting
- Plant Staking
- Lawn Edging
- Mason's Line
- Hedge Trimming
- Layout Lines
- Fishing Lines
- Net Repairs



KING COTTON CHALK LINE is a volume sales item and it has a variety of spring and summer uses. Check the above suggested applications and you'll realize what a GOOD sales item this can be. Our Chalk Line is packed in an attractive blue and yellow display box that is a real merchandiser.

Why not write for the new King Cotton Catalog?

### THE King Cotton LINE

- Sash Cord
- Clothesline
- Mason's Line
- Chalk Line
- Cable Cords
- Venetian Blind Cord
- Twine

# King Cotton

## CORDAGE

JOHN H. GRAHAM & CO. INC.  
105 DUANE STREET • NEW YORK 8, N. Y.



## Convenient — New **DISPENSEREEL**

# makes sales faster . . easier

Cash-in on the big, new market for PLASTEX Measure Marked PIPE . . . The light, flexible, corrosion-proof pipe that's the handyman's answer to easy, permanent piping for wells, underground water lines, drainage and electrical conduit.

The sensational new PLASTEX Measure Marked PIPE DISPENSEREEL with giant 600 ft. coil is your compact, labor-saving merchandiser. It provides maximum display and quick, easy cutting of any amount of pipe by using the handy PLASTEX 10 ft. measure marks . . . an exclusive PLASTEX selling feature. Get set for extra profits NOW. Order your supply of PLASTEX Measure Marked PIPE, fittings and convenient DISPENSEREEL.

Contact your Hardware Jobber or write direct.

*Nationally Advertised  
and Distributed*

**PLASTEX**  
SINCE 1939  
**COMPANY**  
400 Mt. Vernon Ave., Columbus 3, Ohio

bonus for Christmas. But under the new plan, this same store manager, with a slight increase in sales volume each month, might reasonably anticipate added annual compensation totaling \$420 paid monthly in amounts of approximately \$35.

One salesman received a Christmas bonus of \$40 last year. His monthly bonuses this year are expected to amount to \$120 over a year's time. A truck driver formerly was given a Christmas present of \$25. His bonus, now, spread over 12 months, should be a minimum of \$60 and may well exceed that.

James Devine, a salesman in the Kensington store, summed up the opinion of most employees in regards to the incentive plan.

"I like a bonus coming monthly. The money certainly comes in handy. It gives you a good feeling to know that if you sell better and take more interest in the business there will be a few extra dollars at the end of the month."

## Keep Electric Housewares Moving

(Continued from page 49)

tops of the counters are elevated platforms on which "Appliances of the Week" can be demonstrated.

"Actually, what we have done is to set up an electric housewares booth," Neice pointed out. "The gay colors, which automatically suggest gifts, create immediate interest on the part of women who enter the store. The department contrasts sharply with the more standardized fixtures elsewhere in the store, and more particularly, is readily noticeable because it does not conform to the design of any other department. This, in itself, is enough to stop traffic."

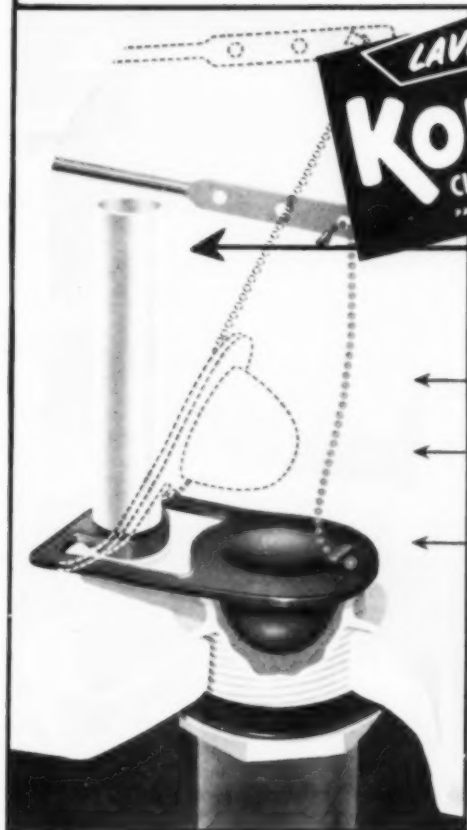
Second on the list of proposed changes was an alteration in selling principles to the extent of placing the new electric housewares department in charge of a specially-trained, capable young sales woman who "knows her wares" thoroughly and is able to discuss them helpfully, and confidently, with women customers. Men seldom have anything to do with the sale of electric housewares items, and the new set-up leaves the male side of the sales staff free to concentrate on sporting goods, garden tools, tools, pipe, fittings, etc. Now women customers have an opportunity to "talk it over" with a saleslady



**GOODBYE  
FOREVER**  
to old style  
tank ball, lift wires  
and guide arm



**MODERN NEW KORKY CLOSET  
TANK SEAL ELIMINATES  
LEAKS, GURGLING and JIGGLING**



← **NO GUIDE ARM!  
NO LIFT WIRES!**

← **NO DRIP!  
NO GURGLE!**

← **NO PLOP!  
REGULATES  
WATER FLOW!**

No more guide arm and lift wires to become misaligned . . . no more tank ball "centering" . . . no more leaks, gurgling or jiggling! Korky does away with all this forever - brings a *new kind* of quiet, dependable tank closure to your customers. Saves time, money, water - tempers, too! Fingertip operation - just touch and release lever. Korky finds its own seat to assure an absolute seal automatically with every flush! Public acceptance of Korky is setting all-time records! Hurry - order display cartons of 12 Korkys each to sell at \$16.68 (\$1.39 per unit). You make \$6.67 per carton. Order through your wholesaler or mail coupon today!

**Mail  
Coupon  
Today!**

**LAVELLE RUBBER COMPANY**

428 NORTH WOOD STREET • CHICAGO 22, ILLINOIS

Please send me \_\_\_\_\_ doz. Lavelle Korky Closet Tank Seals  
(12 to a Master Display Carton at my cost of \$10.01 per doz.)

Store Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Please ship through my wholesaler, whose name is

Wholesaler Name \_\_\_\_\_

Wholesaler Address \_\_\_\_\_

use the

# Gold Medal SEINE TWINE

that best suits your needs



## NYLON

Introduced just a short time ago, Gold Medal Nylon

Seine Twine has been enthusiastically accepted by fishermen everywhere.

Lasts longer . . .  
resists rotting.

## COTTON

Reliable and economical . . .  
known and used for generations.

## Gold Medal NYLON and COTTON QUALITY SEINE TWINE

THE LINEN THREAD CO., INC. 418 Grand Street, Paterson 1, N. J.

40 East 42nd St.  
New York 17, N. Y.  
140 Radcliff St.  
Boston 19, Mass.  
Lombard & Calvert Sts.  
Baltimore 3, Md.

103 Maplewood Avenue  
Gloucester, Mass.  
138 W. Hubbard St.  
Chicago 10, Ill.  
116 New Montgomery St.  
San Francisco 3, Cal.

when the subject is appliances for the kitchen. The young lady in charge is, of course, frequently called upon to assist out on the sales floor, but her main responsibility is the small appliance department, and as such, she is always behind the counter when a sale is made or a customer stops to inspect an item.

To lend added eye-appeal and in anticipation of added sales in the department, it was stocked more extensively than the usual electric housewares department. Along with standard pop-up toasters, waffle-makers, coffee brewers, mixers, sandwich grills, etc., new items include spit-type rotisserie grills, broilers, table hotplates, etc. Almost every small appliance which has a practical use in the modern home is found in Neice Hardware Co.'s inventory, and in a choice of brands. This means that either the budget-minded customer buying for herself, or the gift purchaser who wants to send the finest, can be pleased.

Rounding out the inventory are scores of "accessory items" such as chaste and colored aluminum serving sets, ice buckets, biscuit warmers, thermos jugs, glassware, and similar gifts.

Every small item which is electrically operated, with the exception of toys, has been conveniently grouped into the "booth-type" department. Included are electric clocks, defroster switches, timer mechanisms, etc.

The results have been outstanding from the outset, according to Neice. Women who normally pay little attention to the small appliance displays scattered about a store, stop often to consult the sales lady behind the counter on details of the range-type broiler, rotating barbecue unit, etc., and frequently are given an actual demonstration, where safety permits. There are handy electrical outlets located throughout the section, which make it possible to switch a mixer into whirling life, to heat up the elements in a broiler, or to operate a toaster as desired. Adding a complete stock of boxes and gift wrapping materials which permits the store to turn out a handsome, eye-appealing package, was an "extra touch" which has helped to accelerate gift sales.

The transformation at Neice's has thus been a fairly complete one. From a sadly neglected and slow-moving line of merchandise, the store has created a profit-building department.

"Peak demand is just around the corner

*Red Tag's  
Merchandising  
Tips:*



# for Cyclone Hardware Cloth and Cyclone Insect Wire Screening"



**T**HIS is the time of the year when homeowners take a long, careful look at their property and then go to work to put it in tip-top shape. That's why it's one of the best times to put a special sales effort behind Cyclone Hardware Cloth and Cyclone Insect Wire Screening.

These two Cyclone Hardware Products are favorites with home handymen and professionals alike. Their construction features make it easy to do a good job.

Cyclone Hardware Cloth has built a reputation as the top-quality *woven* hardware cloth with the *welded* selvage that makes installation so easy. Wires are straight and even and heavy galvanizing makes it the long-life hardware cloth.

Cyclone Insect Wire Screening gives your customers a choice of three durable materials—galvanized steel, bronze and aluminum. Its lasting good looks and firm, even mesh mean screen jobs that are most satisfactory.

If you don't have a complete stock of these Cyclone Hardware Products, order from your jobber today. And take full advantage of the familiar Cyclone "Red Tag" label—a symbol of quality in hardware products.

CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION  
UNITED STATES STEEL CORPORATION  
WAUKEGAN, ILLINOIS • SALES OFFICES COAST TO COAST  
UNITED STATES STEEL EXPORT COMPANY, NEW YORK



## U·S·S CYCLONE "Red Tag" HARDWARE PRODUCTS

UNITED STATES STEEL

# AN IDEA in tune with the times...





destined to change the sales methods and profit picture of alert dealers...it's the

**RUBEROID**

## Color-Styled Home

THE COLOR-STYLED HOME idea is so logical it's a wonder everyone hasn't been doing it. Yet two things had to happen to bring it about. First came a growing demand from a color-conscious public for exterior color styling to match the advance of interior decoration. Second, there had to be developed a complete line of roofing and siding shingles in decorator colors designed for a wide range of harmonious color combinations. Ruberoid did it with Color-Grained Asbestos Siding and Asphalt Roof Shingles in decorator colors.

There's a gold mine in your warehouse, Mr. Ruberoid dealer . . . because all you have to do is get your Ruberoid samples out of the warehouse and onto your sales floor. Display the complete line. Sell complete color combinations. *And here's the tool that helps you turn the idea into sales.*

### The RUBEROID Colorator.

Anyone can be a color expert with the Colorator. It ends color confusion . . . turns complicated color theory into simple terms, showing Ruberoid roofing and siding colors in pleasing combinations with suggested trim and accent colors. It not only dramatizes exterior color styling, it's a practical, easy-to-use working tool . . . and sales tool. Ask your Ruberoid

salesman for your Colorator . . . and put the Ruberoid Color-Styled Home idea to work now.

### Backed By National Advertising

Millions of homeowner prospects will spark to the Color-Styled Home idea when they see Ruberoid's full-color ads in the Saturday Evening Post, Better Homes & Gardens, and leading farm magazines. Backed by the Good Housekeeping Seal that means confidence in Ruberoid quality . . . and a complete arsenal of effective display and point-of-sale aids. You can't miss cashing in on this natural merchandising opportunity if you do it (and yourself) justice. Ask your Ruberoid salesman to help you put together a real Color-Styled Home sales center.

**The RUBEROID Co.**

*Asphalt and Asbestos Building Materials*

The Ruberoid Co., Dept. A, 500 Fifth Ave., New York 36, N. Y.

- ☐ Please send me my free copy of the Colorator.
- ☐ I would like to see samples of the Ruberoid Color-Styled Home mailing pieces and tie-in display materials.
- ☐ Have Ruberoid salesman call to discuss a sales promotion plan.

Your Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



SM-3

## Dealers Report on Sales Training

(Continued from page 50)

Asked in Question No. 1, *Do you have any kind of sales training program?*, 72 percent of the reporting dealers indicated that at this time no formal sales training is being carried on. Many commented on the need for such a program, and several replied that they are in the process of assembling information and ideas prior to beginning some form of sales training. Among the 28 percent

who do have some kind of program in operation there was almost unanimous agreement that results amply justified such training.

Training programs reported by dealers are widely varied, no two being exactly alike. Some dealers report good results from schools conducted by factory representatives while some prefer to have sales schools conducted by their own personnel. Other dealers place new salesmen under the close supervision of more experienced personnel, with this training supplemented by informal help from management. Several

dealers hold classes in which complete studies are made of the features and selling points of merchandise, while others hold sales training sessions only on appliances. Still others go all out in sales meetings by having films, talks by factory representatives, and discussions by employees.

Whatever the plan or type of training used, it is apparent that results usually are good and that any type of sales training is better than none at all.

Question No. 2 asked, *Are periodic sales meetings held?* Here again, a large majority, 72 percent, replied that they have no schedule that calls for consistent meetings of sales personnel. But among the 28 percent who do have sales meetings, whether periodically or on a non-scheduled basis, results, for the most part, are termed good. Among reporting dealers there is little uniformity as far as sales meetings are concerned. Frequency of meetings range from weekly to as infrequently as twice a year.

As to whether employees actually sell merchandise, dealers participating in the survey were about equally divided, 50 percent indicating satisfaction with the selling procedures of sales personnel, while another 50 percent replied to the contrary. Approximately 62 percent also reported that their employees do practice suggestive selling, while 38 percent expressed dissatisfaction with this phase of retail selling in their stores.

Asked to comment on the results of suggestive selling, dealers using this sales tool were solidly enthusiastic. Some typical comments are as follows:

Washington, D. C.—Very good. We are strong on this.

Maryland—Good with paint and related products.

Louisiana—I feel that salesmen should know how to approach the customer. When they do know, it has wonderful results.

Georgia—Very good.

Alabama—Good.

Louisiana—Excellent.

Tennessee—Results are good.

South Carolina—It pays off.

Texas—Additional sales are the result.

West Virginia—We use what we call relative selling. When a customer comes in for an item we try to sell something he can use also with that item.

Outside salesmen do not play an important role in the merchandising activities of southern hardware dealers. Approximately 30 percent

# "at HARDWARE STORES everywhere"

... these words bring the customers to you!



CASH IN on

**Hardware Week**

WITH

# Liquid WRENCH



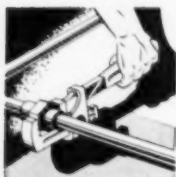
3 oz. can only 30c list



**MECHANICS** save time, hard work!



**FARMERS** make repairs faster!



**PLUMBERS** use it every day!

Advertised in



and other national publications

pre-sold... ready to buy. That's the whole purpose of our advertising. Good products, well advertised, mean SALES... and more of them. National Hardware Week is a good example.

**ASK YOUR WHOLESALE!**



**SPORTSMEN** clean guns, rods, reels!

"IT MELTS THE RUST AWAY"

We send the customers to YOU...



Protect it...

**ACRA-SEAL it!**

Waterproof, dustproof, smearproof it, in one quick, easy application. Acra-Seal forms a clear, transparent, pliable, waterproof coat on any surface—metal, wood, paper or paint.

Just spray it on!



Products of

2048

**RADIATOR SPECIALTY CO.**

CHARLOTTE, NORTH CAROLINA

IN CANADA: Radiator Specialty Co. Ltd. • Toronto

of the reporting retailers—most of whom handle appliances—used outside salesmen mostly on a full-time basis. Seventy percent indicated, however, that they do not use outside salesmen in any way. A majority of the dealers using outside salesmen apparently find this sales approach satisfactory for there were few who made adverse comments. One dealer felt that results were particularly good, the costs being "comparable with aggressive selling by any other method." Another dealer said that while the profit was small the outside salesman had particular value as a contact man. Still another commented tersely that results are "good with good personnel."

As a means of inducing improved sales effort 59 percent of the participating dealers reported use of some form of incentive arrangement. This percentage is particularly noteworthy for it is evidence that southern hardware dealers have recognized the worth of incentives in stimulating improved sales effort.

## Half-Million Volume

(Continued from page 52)

tention on a rack, table, counter, or in a cabinet. While some of these display settings are factory suggestions, many are conceived by store personnel to fit the local situation.

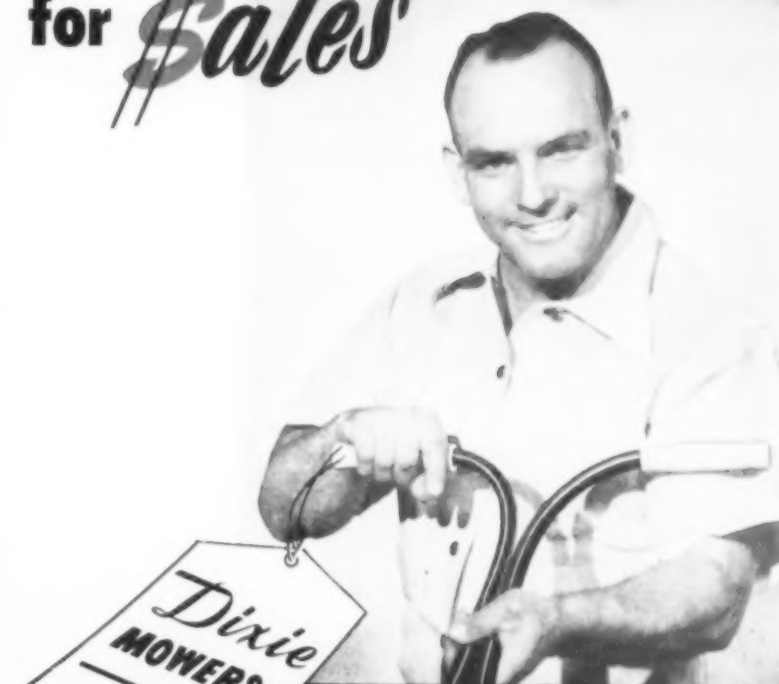
The store's seven salesmen include one of the four partners. The three active partners, C. D. Anderson, B. A. Mitchell and C. M. Porter, have divided administrative responsibilities. Mr. Anderson, secretary-treasurer, is in control of the financial end of the company's operations. Mr. Mitchell is in charge of the store's buying, and Mr. Porter is sales manager. S. S. Fleming, vice-president, is the inactive partner.

## Modernized Displays Move More Merchandise

(Continued from page 53)

uated spaces between shelves of 18", 14", 12", and 10". The four supports through the shelves are 1/2" pipe. Shelf holes through which the pipe runs "give" sufficiently so that if a spacing rearrangement between shelves is necessary, adjustment is a simple

# Man, just get behind..this for Sales



No more customer headaches when you sell trouble-free Dixie Mowers! Dixie's made by trimming specialists who do nothing else! Manufacture all our own parts (nothing assembled) . . . give you quality workmanship in design and construction! A complete line of power mowers, built for heavy duty use under rugged conditions. Priced to meet all competition.

**AND WHAT AN IDEA!** We pave the way to customer goodwill with our monthly *Service Bulletins* that goes direct to your repair man. Tells him all he needs to know to keep Dixie Mowers in easy repair. Sells him on Dixie, too!

**Just get behind Dixie for big volume sales . . . more profits . . . fewer customer complaints!**



**MODEL R1-20"**

No. 1 Seller Rotary Mower direct drive; 2 HP, vertical shaft, 4-cycle engine



**MODEL SP-R1-20"**

Self-Propelled Rotary with 2 1/2 HP, 4-cycle Clinton engine. Also 24" model.

# Dixie

## POWER MOWERS

SEND IN THIS  
COUPON NOW

"The Grass Always Looks  
Greener In A Dixie Yard!"

SEE YOUR JOBBER TODAY OR WRITE US  
DIRECT FOR CATALOG, PRICES, COMPLETE  
INFORMATION!

DIXIE POWER MOWERS  
SOUTHLAND MOWER COMPANY, INC.  
SELMA, ALABAMA  
Please send me complete details on how to make more  
trouble-free sales with Dixie Mowers.

NAME \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

**SELL THE FINEST**

**SEYMOUR SMITH**  
**"Snap-Lock"**

**PLIER-WRENCH**  
**DE LUXE**



No. 2610-10"  
No. 2607-7"

**3**

**exclusive**  
**advantages**

- **SWIVEL JAW**  
Adapts itself to the shape of the piece held—and assures firmer, more secure grip.
- **JAW SIZE INDICATOR**  
Saves time. You preset jaws to approximate size of object to be gripped.
- **LOCK RELEASE**  
No struggling to loosen from the work. With one finger you instantly release its one-ton vise-like bite.

also

**UTILITY PATTERN**

**"Snap-Lock"**

Same locking principle, same rugged construction as Snap-Lock de luxe, but without special features above



No. 610-10"  
No. 607-7"

**FREE SALES AIDS**

Attractive counter display card  
Compact, colorful display box  
New envelope stuffer  
Newspaper mats

Write "SNAP-LOCK" on your want book

Your Seymour Smith distributor  
has full information

**SEYMOUR SMITH**

Seymour Smith & Son, Inc., 44003 Main St.,  
Oakville, Conn.

Sales Representative:

John H. Graham & Co., Inc., 105 Duane St., N. Y. 8, N. Y.

matter.

The smaller tables have also permitted Dismar's to departmentize. Housewares, garden supplies, tools, hardware, paint, etc., are now independent rather than overlapping departments. Bulky items not easily lost are put on the lower, deeper shelves. Smaller articles are placed on the upper shelves where they can be seen and picked up quickly. "And we find," added Dismar, "that customers who can find immediately what they want will spend some time looking at related items and quite often get an additional item or two."

A special sale item or a new one designed to catch the customer's eye is placed in the most prominent place in the store—at the left of the entrance, and, in re-locating departments, Dismar's also has placed power tools near the front.

A source of particular delight to Dismar's customers is the new garden supply department set up in the rear of the store under a special lighting effect to attract attention. Though some new power mowers and garden seeds are shown near the entrance to keep "up front" in the seasonal swing, the gardener is drawn to the rear to choose from an open, attractive, and complete display of lawn and garden tools and equipment.

Dismar has decided for sure now that the increased convenience, good looks, and customer sales has been much more than worth the small effort and small cost of making the few basic changes in his hardware store.

### Special Services Boost Sporting Goods

(Continued from page 55)

and a wholesale house cooperates in supplying printed folders, bearing the names of the two stores.

These folders are sent out several times a year to a carefully maintained mailing list of sportsmen and tourists.

Although the little town of Hazen has a population of no more than 1,200, the store, with its appeal to tourists, sells to customers over a wide area. Local patronage is not overlooked. Town and farm customers can fill just about all their hardware needs here. But the owner and manager are ever mindful of that steady stream of cars rolling by that can be induced to

**We Help You Sell**  
**with "See-the-Action"**  
**Can Cover**



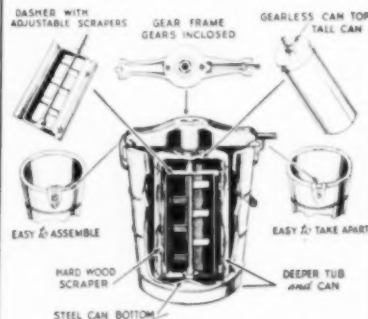
### PEERLESS Super Value Freezers

The "See-the-Action" Can Cover is a tried and proven sales aid. Will help increase your sales and profits. Available free of charge to retailers of the Peerless Line. Be sure to have one included with your freezer order.

Peerless Super Value Freezers have famous TRIPLE-action for faster freezing and smoother texture. Totally enclosed, easy running gears. Modern, streamlined design. Quality built for hard service and long wear. Biggest value in Peerless Freezer history. Order from your jobber today.

Household Sizes: 2 to 10 Qts.  
Hotel Sizes: 12, 15 and 20 Qts.

**Note these**  
**PEERLESS FEATURES:**



**The PEERLESS FREEZER Co.**  
**WINCHENDON, MASS.**





# MINNOW BUCKETS



## FULL FLOTE

Two-piece construction . . . full floating. Galvanized . . . perforated insert.

## LONG LIFE

Non-Floating . . . two-piece construction . . . perforated insert. Galvanized or Tern Plate.



## MINNOW BREATH

Galvanized . . . perforated bucket with hinged cover and snap lid. Insert of white sulphite pulp.

## MINNOW BUCKET Chain

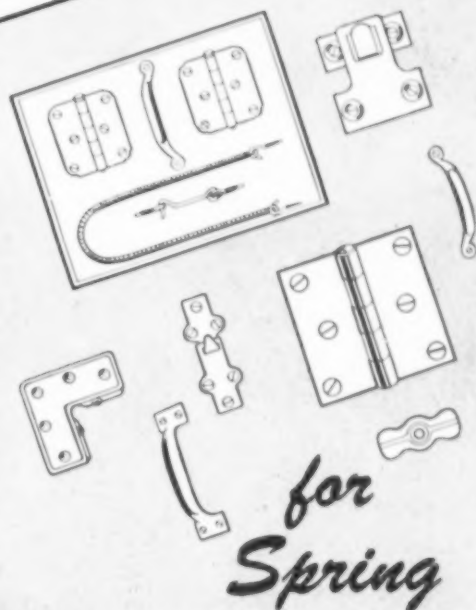
42-inch chain . . . tight butted link . . . cadmium plated with swivel snap and ring.

**FRABILL Manufacturing Co.**

234 W. Florida St., Milwaukee 5, Wis.

# GRIFFIN

## Light BUILDERS HARDWARE



There's plenty of quick turnover and profit in the Griffin line of light builders hardware. Check over this Spring and Summer assortment and be sure you are well stocked with these fast-moving items by Griffin . . . manufacturer of quality products since 1899.

### REPRESENTATIVES

GEORGE A. GREGG  
17134 6 Wyoming Avenue  
Detroit 21, Michigan  
AUSTIN & EDDY INC.  
115 Broad Street  
Boston, Massachusetts  
WILBUR H. DAVIS  
1639 W. Fargo Avenue  
Chicago 26, Illinois  
R. F. BEYERS  
4524 East 60th Street  
Seattle, Washington

WALTER S. JOHNSON & SONS  
917 St. Charles Avenue  
Atlanta, Georgia  
E. H. FARRAR  
Room 22  
2nd Unit Santa Fe Bldg.  
Dallas 2, Texas  
C. L. LEWIS  
2450-17th St.  
San Francisco 10, Calif.  
W. C. MEIBAUER & CO.  
6934 Oleatha Avenue  
St. Louis 9, Missouri

L. G. FULLER  
P. O. Box 2113  
Jackson 5, Mississippi  
HARVEY D. RUSH & SONS  
4638 Nichols Parkway  
Kansas City, Missouri  
H. C. GLOVER  
2611 Garrison Blvd.  
Baltimore 16, Maryland  
ROY L. ROGERS  
1620 Garfield Street  
Denver 6, Colorado

THE B. S. ALDER COMPANY  
45 Warren Street  
New York 7, N.Y.



Every DOOR NEEDS THREE

# GRIFFIN-

Manufacturing Company

ERIE • PENNSYLVANIA



## Tired of quantity sales for PENNY PROFITS?

Sell **BESTT**  
for a **FULL PROFIT**



Beware of colorful carload talk — loaded with big investment costs and low profits. Plan now to sell BESTT PAINT Rollrs and get a Full profit whether you sell a dozen or a gross. Remember BESTT guarantees you the finest quality roller dollar for dollar from *Triple A* to *Thriftee* . . . because the BESTT line is complete—geared to meet ALL competitive needs.

Quality, Reputation and Price assures you of an excellent return on *every* dollar invested in BESTT Paint Rollrs.

To help make your job easier there's a complete merchandising program available.

Write today for complete details.

**FOND DU LAC ROLLER CORP.**

FOND DU LAC, WISCONSIN

Name \_\_\_\_\_  
Store \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ SH-2



stop.

Just how well do these efforts pay off in additional volume and profits?

"The tourist or sportsman is a spender," Chedester said. "Give him extra service that makes his trip more pleasant and he'll want to buy something. It all adds up to that four-figure extra volume that the dealer in a small town wants and needs."

## Large Dealer Attendance at Sporting Goods Show

(Continued from page 58)

The show, designed as a medium for helping dealers intelligently select and buy sporting goods merchandise, was comprised of exhibits of virtually all nationally advertised sporting goods merchandise. More than 16,000 square feet of space was utilized by exhibitors in Textile Hall for what was termed the "largest and most comprehensive array of fishing and sporting equipment ever assembled at one time and in one place in the Southeast."

## HARDWARE

### BUSINESS TRENDS

(Continued from page 28)

reported. On January 18, the average 10 spot market price for Middling 15/16 inch cotton was 33.22 cents per pound. This compares with an average of 32.63 cents in December and 32.74 cents in November. The average loan rate at these markets for the same quality was reported as 32.99 cents per pound.

## Small Decline in Personal Income

WITH A SLIGHT slackening in the rate of employment, personal income in December slipped slightly to an annual rate of 285 billion dollars before taxes. This was 2.5 billion dollars below the July peak, continuing the gradual decline of the October-November period.

Meanwhile, consumer credit extended in December was at a rate of 28 billions per year, lowest since August, 1952. Total credit out-

# NEWEST MEMBER OF A FAMOUS FAMILY...



## JACKSON 2-in-1 SPREADER-CART

The newest member of the fastest selling lawn and garden equipment line in America.

Stocking the new Jackson 2-in-1 Spreader-Cart is like selling salt-water taffy in Atlantic City! Everyone will buy because they know how good it will be.

Your customers are pre-sold on Jackson quality, and—as if this customer acceptance were not enough—this brand new, 2-in-1 marvel has all the many useful, economical features that will sell it on its own merit. With a flick of the wrist, the 2-in-1 can be used as either a spreader or a cart!

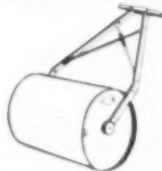
### JAX DELUXE



When it comes to wheelbarrows, this Jackson beauty is an all-time home favorite! Sturdy, tubular steel sectional handles; square front tray supported by front braces... a Jackson FEATURE. Carefully engineered design for better balance, easier handling. Comes knocked-down\*, saves you space.

\*2-in-1 Spreader-Cart and Jax Deluxe are shipped one or three to a carton.

### LAWN ROLLERS



Available in a variety of types to fill customers' every need. Drums are of heavy gauge steel, electrically welded, with rounded edges that will not cut the sod. Equipped with removable plugs for sand or water ballast. Adjustable scrapers are made of sturdy channel steel.

**Jackson** MANUFACTURING COMPANY  
HARRISBURG, PENNSYLVANIA

Oldest and largest wheelbarrow maker in America

SOUTHERN HARDWARE for MARCH, 1954

NOW!...and NEW!  
the American Beauty

FARIS

AMERICA'S  
MOST  
BEAUTIFUL



The  
American Beauty  
Rustproof Aluminum  
America's Most Beautiful  
Picnic Jug

PICNIC JUG

LOOK FOR THIS LABEL



IT'S BEAUTY IS MORE  
THAN 'SKIN DEEP'



SAME EXCLUSIVE FARIS FEATURES

AS THE TOP SELLING FARIS DELUXE JUG!

### ALUMINUM, RUST-PROOF

Beautiful polished outside shell. Brilliant 'American Beauty' Red anodized aluminum drinking cup. Extra inside cup on the 1-gallon size. Sparkling red plastic bail. Genuine Fiberglass insulation. Replaceable glass liner. Like the fast-selling Faris Deluxe Picnic Jug, The American Beauty is guaranteed for highest efficiency. It's better built for greater sales... yet sells for less!

SEE YOUR JOBBER...



THE JUG THAT MAY  
BE COMPLETELY  
TAKEN APART FOR  
CLEANING... KEEPS  
LIQUIDS HOT or COLD

FARIS

W. W. FARIS • MFG. CO.

2103 S. HANLEY RD. • ST. LOUIS 17, MO.

ONE OF AMERICA'S FINE NAMES IN INSULATED PRODUCTS

# Get EXTRA Sales MORE Profits!

with  
**TANDROTINE**

**The Popular PAINT THINNER!**

IT'S PROVEN  
IT'S ECONOMICAL  
IT'S a Quality THINNER

**T**ANDROTINE is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!

ORDER  
TANDROTINE Today!

Get ready for  
EXTRA Sales,  
MORE Profits.



NEW, EXCLUSIVE

## LOK·BLOK™

LOCKS BLADE AND  
HANDLE INTO ONE  
INTEGRAL UNIT

Now  
**TWIST  
and  
IMPACT  
PROOF!**

PLUS MANY OTHER  
GREAT FEATURES AND  
UNSURPASSED QUALITY

•  
COST NO MORE THAN  
ORDINARY DRIVERS

•  
Order Thru Your Jobber



**HOLD-E-ZEE**  
The Original  
**Automatic Grip  
SCREWDRIVERS**

UPSON BROS., INC., ROCHESTER 14, N. Y.

standing rose 273 million dollars during October and November. This compared with increases of 1,091 million dollars in the same months of 1952 and 568 million during the third quarter.

### HARDWARE

### INDUSTRY NEWS

(Continued from page 44)

advertising manager of Magic Chef, Inc., St. Louis, Gibbons was graduated from the University of Missouri School of Journalism.

His survivors include his wife and three children.

### Corning Division Names District Sales Managers

TWO NEW DISTRICT sales manager appointments for the Consumer Products Division of Corning Glass Works, Corning, New York, are announced by John M. Bredfeld, distributor sales manager.

Joseph A. Celaschi, formerly sales manager of the Atlanta district, has been appointed manager of the eastern district succeeding James B. Hardenbergh, who retired January 1. James H. Miller, sales representative in Cleveland, has been named manager of the Atlanta district succeeding Celaschi.

Celaschi has been associated with Corning Glass Works for 20 years, joining the Manufacturing Division of the former Macbeth-Evans Glass Co. in Charleroi, Pa., in 1933. When Macbeth-Evans merged with Corning Glass Works, he was assigned the Kansas City area sales by the Macbeth Division. He entered the Navy in 1943 and following World War II, he worked in the Chicago office as special representative for the Consumer Products Division. In 1947 he transferred to Cincinnati and in 1953 was made Atlanta district sales manager for the company.

Miller joined the company in July, 1946, and the following year was transferred to the Dow-Corning Corp., a Corning Glass Works associate, and served as a sales representative for silicone products. In 1949 he returned to the Corning staff, working in the Chicago office of the Consumer Products Division. Subsequent promotions took him to Indianapolis in 1951 and to Cleveland in 1953 as



# GREATEST can opener promotion ever!

buy 3 each of these



#507 CAN OPENER  
CADMIUM FINISH  
RETAIL \$2.49



#607R W. Y. MAGNETIC  
CAN OPENER  
BAKED ENAMEL FINISH  
RETAIL \$3.98



#507 MAGNETIC  
CAN OPENER  
CADMIUM FINISH  
RETAIL \$3.49



#1400RM W. M. Y. M.  
AUTOMATIC MAGNETIC  
BAKED ENAMEL  
RETAIL \$4.98

and you get  
a **SWING-A-WAY**  
ice crusher  
**FREE!**



make an extra  
**\$6.95** profit  
**YOUR DISCOUNT...OVER 48%**

This extra special 'dealer bonus' offer begins February 1 and ends March 31. You buy 3 each of our 4 most popular Can Openers, and you get a \$6.95 **SWING-A-WAY** Ice Crusher absolutely **free**. The retail value of this offer is \$51.77. Your cost is only \$26.89. Your discount... **over 48%**. If your store is not featuring **SWING-A-WAY**, why not start now? Get the satisfaction of knowing you **sell the best**.



CALL YOUR JOBBER OR WRITE:  
**SWING-A-WAY MFG. CO.**

4100 BECK AVENUE • ST. LOUIS 16, MISSOURI

you'll make **\$10<sup>10</sup>**

**PROFIT  
per sale!**

"WEED CHOPPER" Model illus.



... and many dealers report  
**\$500 to over \$1,000  
YEARLY GROSS!**

Selling International Electric Fencers has opened many a hardware man's eyes! A product *worth* selling—with a large profit per sale and an annual "take" that's terrific for a single item!

It's the combination that's doing it. More and more farmers are turning to electric fencing, and *preferring* International Electric Fencers as the best performing, most advertised, and by far the largest selling brand!

Let us send you facts and figures. A story in plain pocketbook language as to why you should be an Authorized International Electric Fencer Dealer. Mail coupon below today! 1954 will be an even greater, golden year for International Electric Fencer Dealers!

The Sure



to control your  
Stock

**International "WEED CHOPPER"  
ELECTRIC FENCER**

(Also Battery Operated and  
Combination Models)

**R. E. ZIMMERMAN & SON • Factory Distributor**  
P. O. Box 5115, Tate St. Station, 1025 Willowbrook Dr., Greensboro, N. C.  
Without obligation, send us complete **DEALER INFORMATION** on  
International Electric Fencers.

Firm \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Date \_\_\_\_\_ Signed by \_\_\_\_\_

SH-354

# Amazing New 2-Way Watering System

PROEN'S well-advertised

## WATERSPIKE

### BRINGS BIG PROFITS



Control valve instantly converts overhead sprinkling to sub-surface irrigation.

Only  
**4.90**  
Retail  
Price

Waterspike packed 3 to a carton plus counter display stand

It gets the corners

Proen's WATERSPIKE, a sensational sprinkler and root irrigation system, brings you fast sales. Patented SQUARESPRAY head sprinkles above surface in exact square patterns from 2 x 2' to 35 x 35'. With a flip of the valve, spot irrigation is provided right at the base of plant roots. Handsome, husky WATERSPIKE will sell itself right off your display table.

**ORDER NOW!**

include these in your sprinkler line for the coming season

Only  
**2.95**  
Retail  
Price

Squarespray packed 6 to a carton

**Proen**

## SQUARESPRAY

This widely acclaimed sprinkler actually waters in squares—gets all the corners—is the most efficient form of sprinkling. A proven fast-seller; a sure profit-builder.

Strong advertising, immediate delivery make Proen Products sure-sell items

**PROEN PRODUCTS CO.**

2781 9TH STREET, BERKELEY 10, CALIFORNIA

for  
PRECISION IRRIGATION  
of roots  
below the surface

senior sales representative for Consumer Products.

Hardenbergh, the retiring eastern district sales manager, was engaged in Consumer Products sales for the past 30 years. From 1924 to 1948 he was sales representative in the metropolitan New York area for Corning, and since 1949 served as eastern district sales manager.

## Blackburn Named Reo Eastern Regional Head

WILLIAM J. BLACKBURN has been named eastern regional manager for the Lawn Mower Division of Reo Motors, Inc., Vice-President Sam Briggs announces.

Blackburn, who has served as the Lawn Mower Division's sales manager since September, 1952, will supervise sales operations in New England, eastern New York and Pennsylvania, New Jersey, Maryland, Delaware, District of Columbia and Virginia and will have headquarters in Ocean City, New Jersey.

Prior to joining Reo, he was general manager of Trimalawn Mower & Equipment Co., Inc., of Floral Park, L. I., New York; Strafford, Pennsylvania and Rockville, Maryland.

## CONVENTION DATES

**Alabama Retail Hardware Association**, annual convention and trade show, May 16-18 Headquarters, Admiral Semmes Hotel, Mobile, Ala., Secretary, Mrs. Euna G. Ramsey, 1006 Frank Nelson Bldg., Birmingham, Alabama.

**Florida Retail Hardware Association and Georgia Retail Hardware Association**, annual joint convention, April 25-27, George Washington Hotel, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

**Southern Wholesale Hardware Association and American Hardware Manufacturers Association** annual joint convention, New Orleans, April 11-15. Headquarters, Roosevelt Hotel, T. W. McAllister, 814 Metcalf Bldg., Orlando, Fla., managing director, SWHA, A. L. Faubel, 342 Madison Ave., New York 17, New York, secretary, AHMA.

# "Creosoted Products are the only thing for the job they do"

—says Joseph T. Couch, Jr., President  
Couch & Bailey Lumber Company, Clarksdale, Miss.



JOSEPH T. COUCH, JR., President of the Couch & Bailey Lumber Co., finds a growing demand for pressure-creosoted products in the area around Clarksdale, Miss., served by his store.



MR. COUCH shows one of his customers a pressure-creosoted fence post. Sales of posts, he finds, often lead to sales of such related items as fencing.

• The growing trend toward livestock farming on the Mississippi Delta has opened up a promising market for pressure-creosoted fence posts for the Couch & Bailey Lumber Company at Clarksdale, Miss.

Joseph T. Couch, Jr., president of the Company, reports that his firm has been selling pressure-creosoted products for about six years and they currently account for 5% of his business. He is thoroughly sold on the long life of pressure-creosoted wood.

Mr. Couch says that his average sale is 100 posts, but on several occasions he has delivered as many

as three carloads (4,500 posts) to a customer at one time. Some of his customers have told him they have had pressure-creosoted posts in the ground for as long as 17 years.

To tell farmers about the economy of pressure-creosoted posts, the firm uses handbills, plus newspaper and radio advertising. Response has been good in every case.

"I am thoroughly convinced that Creosote products are the only thing for the job they do," Mr. Couch says. "These products are also the least expensive because there is no maintenance."

## HERE'S HELP FOR YOU IN SELLING PRESSURE-CREOSOTED FENCE POSTS

Turn the page to read how the producer of U-S-S Creosote is helping to promote the use of pressure-creosoted fence posts in your area. Then mail this card (no stamp necessary) for full information on how to become a pressure-creosoted fence post dealer.

### What is pressure-creosoting?

Modern wood treating plants, using precise engineering methods, force by pressure a measured amount of Creosote into wood posts. This process protects them from termites, fungi, and dry rot ... gives them far longer life. Many of these plants use U-S-S Creosote, a quality product of United States Steel.



MAIL  
THIS CARD  
TODAY—  
NO STAMP  
NEEDED!

United States Steel Corporation  
Room 4287, 525 William Penn Place  
Pittsburgh 30, Pennsylvania

I'm interested in distributing pressure-creosoted fence posts. Please send me additional information and put me in touch with pressure-treaters who produce this product. And, send me a copy of your new guide, "Fences That Pay."

Name

Address

City

State

# HERE'S HELP FOR YOU IN SELLING PRESSURE-CREOSOTED FENCE POSTS

## FARM PAPER ADVERTISING

Right now—well in advance of the spring fencing season—United States Steel is telling farmers about the advantages of Pressure-Creosoted Fence Posts. Advertising in regional and state farm papers describes the experiences of farmers in the reader's own area with Pressure-Creosoted Fence Posts.

These advertisements stress the savings in labor, savings in replacements and savings in fence that result from using pressure-creosoted fence posts. They go a long way toward convincing farmers that pressure-creosoted posts are the best wood posts.

## FENCE CONSTRUCTION GUIDE

The makers of U-S-S Creosote have prepared a guide to the best approved methods of fence construction. It deals with problems farmers encounter in building fence, and it shows how pressure-creosoted posts save time and money.

When you mail the card below, we'll send you a sample of this guide, "Fences That Pay." Look it over. If you'd like copies later for your farmer customers, your pressure-treater who uses U-S-S Creosote can supply you.

## MATS FOR LOCAL ADVERTISING

United States Steel is a major producer of Creosote used by many producers of pressure-creosoted fence posts. When your supplier tells you he uses U-S-S Creosote, you can be sure a quality preservative has been used.

### BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

UNITED STATES STEEL

Room 4287, 525 William Penn Place  
Pittsburgh 30, Pennsylvania

FIRST CLASS  
Permit No. 3117  
(SEC. 34.9 P.L. & R.)  
Pittsburgh, Pa.

"Pressure-Creosoted Fence Posts  
last much longer and  
are easier to keep up"



W. O. Mann,  
owner of Mile-Away Farms,  
Southern Pines, North Carolina



**PRESSURE-CREOSOTED FENCE POSTS**  
**SAVE TIME AND MONEY!**

#### HERE'S WHY:

**They Last Longer.** Creosote is the time-tested wood preservative. Wood posts that have been pressure-treated with Creosote are highly resistant to attack by such wood destroyers as termites, fungi, dry rot and marine borers. In thousands of uses all types of weather and soil conditions, farmers have found that pressure-creosoted fence posts last up to an entire life span.

**Installation is Easier.** Because they're stronger, stiffer, and under no strain, pressure-creosoted fence posts

are easier to set than ordinary posts. In addition, it's easier to shape the fence to pressure-creosoted posts. You save on time and labor. And, when the need arises, the posts can be removed and used again.

**Optimum to Last Expansion.** Its resisting decay and deterioration, pressure-creosoted posts help eliminate the expense of replacing worn out posts. Many farmers report that, after ten years, they're not even sure they have not had to replace a single post, and the original work is still in place. Pressure-creosoted posts make trouble-free fence posts.

Ask for Fence Posts that have been treated  
with U-S-S CREOSOTE

There is no better preservative than U-S-S Creosote, a quality product of United States Steel. Mail the coupon below for the name of your nearest pressure-creosoted post supplier and a copy of "Fences That Pay," a helpful guide to better fence construction.

UNITED STATES STEEL CORPORATION  
525 William Penn Place - Pittsburgh 30, Pa.



Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
Zip \_\_\_\_\_

UNITED STATES STEEL

You've heard about them!  
You've read about them!

**We sell them!**

**PRESSURE-CREOSOTED fence posts**

● You've heard about pressure-creosoted posts from your neighbors... you've read about them in leading farm magazines. Pressure-creosoted posts mean fewer posts to buy over the years... less labor in setting and re-setting... longer life from the fencing itself.

Why are pressure-creosoted posts your best buy? Because they are the engineered products of modern wood treating plants.

Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find pressure-creosoted posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

Your headquarters for **PRESSURE-CREOSOTED posts**

DEALER SIGNATURE \_\_\_\_\_



# HARDWARE NEW PRODUCTS

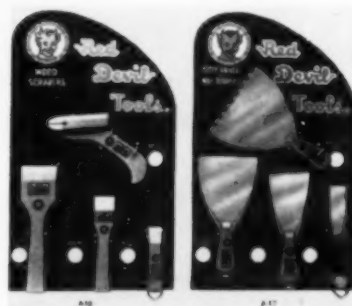
AND SALES PROMOTION AIDS

## Red Devil "A-17", "A-18"

Two Hardware Week specials — the "A-17" and the "A-18" — are offered by Red Devil Tools.

The A-17 special gives the dealer, free, one dozen P105 putty knives with the purchase of a putty knife and wall scraper merchandiser assortment. The dealer also receives, free, the \$3.00 display board on which the assortment is mounted.

The A-18 special provides the dealer with a dozen free No. 10 wood scrapers with each wood scraper merchandiser assortment. He also receives the display board free.



The A-17 putty knife and wall scraper merchandiser assortment consists of two dozen P105-1½ putty knives, one dozen P103-3 wall scrapers, one dozen P103-4½ wall scrapers, and one dozen P103-6 wall scrapers. Cost to the dealer is \$16.00; retail price is \$26.40.

The A-18 wood scraper merchandiser assortment consists of one dozen No. 10 wood scrapers, one dozen No. 40 wood scrapers, one-half dozen No. 50 wood scrapers, one-fourth dozen No. 8 wood scrapers, one dozen No. 1 blades, one dozen pair No. 1½ double blades, and one dozen pair No. 2½ double blades. Cost to the dealer is \$15.17; retail price is \$25.20.

Red Devil Tools  
Irvington, N. J.

## Fuller Tool Specials

The Fuller Tool Co. and its affiliate, Regent Cutlery Co., are offering two specials for Hardware Week.

The Fuller special is a packaged set of six of their "Lifelong" screwdrivers (shown) which regularly retails at \$1.90 per set. During Hard-



ware Week the set is to retail at \$1.50. The dealer saves 27¢ per set on this special. These screwdrivers have unbreakable amber handles and cadmium blades are branded and guaranteed.

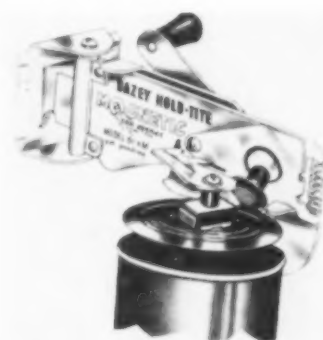
The Regent cutlery special is a six piece Sheffield steak knife set — regular retail price, \$4.95; Hardware Week, \$3.49. The set is packaged in a window box, designed for gift promotion.

Fuller Tool Co., Inc.  
3522 Webster Ave.  
New York 67, N. Y.

## Dazey Hardware Specials

The Dazey Corp., participating in Hardware Week, offers the coffee Dispensit, the Hold-Tite magnetic can opener (shown) and the Table-Topper dual electronic can opener.

The dispenser, regularly priced at \$4.95, is reduced during Hardware Week to \$2.95. The clear plastic container holds approximately two pounds of ground coffee and fits the



Dazey wall bracket. It is of air tight construction and is trimmed in gay colors.

The No. 61-HM Hold-Tite magnetic can opener has a magnetic lid lifter, fits the wall bracket and swings back against the wall when not in use. In cadmium plate with black plastic handle, the opener features the patented angle cutting wheel which opens all shapes and sizes of cans. It retails for \$3.49.

Designed as a portable can opener, the Table-Topper has a large rubber vacuum cup which enables it to be mounted horizontally on any flat, smooth non-porous surface. A lever is pressed to mount it and is released to remove it for storage. A height adjustment enables the opening of large 46 ounce cans and cut-off lids are held by the dual electronic lid lifter. The Table-Topper is in gay colors with chrome trim and retails at \$8.95.

Dazey Corp.  
St. Louis 7, Mo.

## Auger Bits Display

A Hardware Week special is the new wire rack display for AcraBore auger bits. The manufacturers point out that each bit is packaged in its



own protective polyethylene bag so that bits are on visible display but are kept free from dust, dirt and handling marks. Minimum space is required.

AcraBore, Inc.  
Webster, Mass.



### Excello Rotary Mowers

The two new Excello rotary power mowers, the 18" and the 21", have cast aluminum shrouds and Briggs & Stratton engines. All working parts are fully enclosed and both have a rear discharge chute to expel clippings. Multiple cutting heights are from 1/2" to 3 1/2".

The 21" model (shown) is self-propelled through front wheel chain and sprocket drive. It can be manually operated also.

The mowers have a green and yellow baked enamel trim and semi-pneumatic tires. The handles are of

(floating) tubular steel, stand upright for storage and have rubber hand grips.

Seven models of mowers, including the 18" and 21" reel power mowers, are offered by the manufacturers.

**Heineke & Company**  
Springfield, Ill.

### New Bettis Spigot

A new vacuum-sealed, no-drip spigot for Igloo water coolers has just been announced by John M. Sheesley, president of Bettis Corp., Houston, Texas, manufacturers of the Igloo line.

The new Igloo spigot is chrome-plated and replaceable. The no-drip feature consists of a positive seal which prevents air from leaking into the chamber between the valve seat and the outlet.

The seal is a tight, rubber diaphragm which replaces the felt washer ordinarily used to pack off the stem of a spigot. Bettis Corp. reports that in extensive tests not even a drop of water will come out after the spigot button is released. The only way to make the water come out of the chamber is to jar the cooler violently or touch an object to the nozzle in such a way as to break the

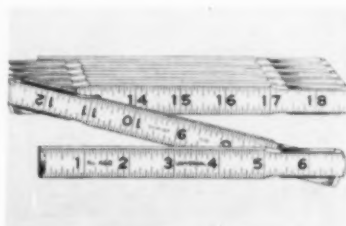
surface tension.

Igloo water coolers are used for drinking water on farms, construction jobs, utility trucks and for many other outdoor purposes. They are made of corrugated steel in 2, 5, 10 and 15 gallon sizes, both insulated and non-insulated.

**Bettis Corp.**  
Houston, Texas

### "Universal" Rule

As a special for Hardware Week, The Lufkin Rule Co. is offering a standard stock item, the No. 460 "Universal" 6-foot folding wood rule



at a reduced price. This rule regularly retails at 79¢, but is priced to retail for 59¢ during Hardware Week. Both the wholesaler and retailer retain

### FOR ALL TYPES OF SPRAYING

Insecticides • Fungicides • Weed Killers, etc.

#### INSECT-O-GUN

- 3 GALLON CAPACITY with pint mason jar furnished
- 6 GALLON CAPACITY when customer replaces with quart mason jar
- Exclusive Bradson water control valve, held on or off both hydraulically and mechanically
- Metal head coated green, individually display boxed
- Deluxe pistol grip model, packed 3 per dealer case

Retail **\$5.95**

#### GARD-N-GUN

- 1 1/2 GALLON CAPACITY
- Half-pint jar furnished is home replaceable
- Has exclusive Bradson water control valve which need not be held on or off by person spraying
- Metal head coated blue, packed 6 per dealer case in display boxes of 3 sprayers each.

Retail **\$2.95**

#### BUG-GUN

- 1 1/2 GALLON CAPACITY
- No moving parts, one-finger control
- Gaskets are standard hose washers
- Enables you to offer a hose-end sprayer at a price competitive with one or two quart hand-pump sprayers
- Packed 12 per dealer case

Retail **\$1.95**

### FOR VOLUME APPLICATION

Fertilizers • Lawn Treatments, etc.

#### GRO-GUN

- 20 GALLON CAPACITY with quart mason jar furnished
- 40 GALLON CAPACITY when customer replaces with 1/2-gallon mason jar
- Sprays any plant food, lawn treatment, insecticide, etc., that you mix with water to apply... without clogging
- No moving parts, sprays plain water except when tiny control hole is covered with finger
- Spray materials won't corrode it
- Many uses; tree spraying, even car washing
- Metal head coated bright red. 6 per dealer case

Retail **\$2.95**

# WOW

Go on the  
**MORE-Path!**

feature

## BRADSON Garden Sprayers

MORE Saleable Features • MORE Advertising  
MORE Sales Helps

Spray the easy way... go on garden hose...  
water pressure does the work!

**MORE PROFIT . . . and FULL PROFIT!**

You sell more because you have more to sell. Check the features, new and old, that keep Bradson guns the leaders. You make full profit. And you get more selling help from Bradson . . . national ads, leaflets, counter cards, demonstration units. Ask your jobber, or write for more data.

Order now from your jobber — feature this full profit line!

**THE BRADSON COMPANY, INC.**

10903 Chandler Blvd.  
North Hollywood, Calif.



# KIDS GO FOR Draper-Maynard "LITTLE LEAGUE" BASEBALL EQUIPMENT

Approved by Carl E. Stotz, President of "Little League"

★TOPS in Quality, Design!

★BIG in Repeat Sales!

★COMPLETE Line

Sells "Team" Market!



## D&M "Little League" OFFICIAL BASEBALLS

"Little League" baseballs sell fast.  
A sure-fire profit builder.

## D&M "Little League" GLOVES AND MITTS

Famous for quality—over 100 years!  
Priced right—styled right... means  
quick turnover, steady volume.

## D&M "Little League" BASEBALL EQUIPMENT

Professional style, designed for  
Little League performance.

Order the complete DRAPER-MAYNARD line  
from your Wholesale Distributor right  
away.

"The Lucky Dog Kind"

# DRAPER-MAYNARD



# SPORTS EQUIPMENT

THE DRAPER-MAYNARD CO., 4861 Spring Grove Avenue, Cincinnati 32, Ohio

SOUTHERN HARDWARE for MARCH, 1954

# WHAT'S BOOSTING BOKER TREE BRAND?

1. DEPENDABLE QUALITY
2. GENEROUS MARKUPS
3. REASONABLE RETAIL PRICES
4. STRONG NATIONAL ADVERTISING

Four profit-packed reasons why you should stock up on BOKER Tree Brand Cutlery immediately: Quality, markup, and retail pricing that work to your advantage PLUS National Advertising in the Saturday Evening Post, that brings them in asking for BOKER Tree Brand.

## WHAT A COMBINATION FOR PROFITS!



POULTRY SHEARS

Full mirror polished stainless steel; no-slip knurled handles. Cuts bones and meat with equal ease. Fast-moving gift item.



EASY

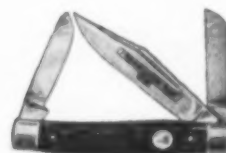
PINKING SHEARS

Removable hollow-ground precision steel blades, Duraluminum handles. Lightweight, comfort-designed; sell the moment customers pick them up.



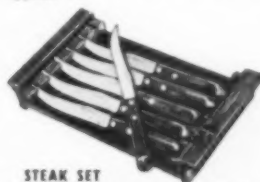
3-PIECE  
SCISSOR SET

7" light trimmers, 5" sewing scissors, 3 1/2" embroidery scissors, all three pieces nickelplated. Handsome genuine leather case. Great "woman appeal."



POCKET KNIVES

Sell them once and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.



STEAK SET

Hollow-ground blades of stainless steel. Pakkawood handles; serrated cutting edge. Women buy them on sight.

A  
The Saturday Evening  
**POST**  
Recognized  
Value



Ask your jobber to show you the  
**BOKER TREE BRAND LINE**  
Catalogs Available on Request

**H. BOKER & CO., INC.**  
ESTABLISHED 1837

101 Duane Street

New York 7, N. Y.

their normal profit.

The "Universal" is a quality rule, accurate and durable. It has bold figures, white enamel finish and graduations on both edges to make it easy to read. The company will furnish catalog pages, glossy prints, electrotypes, newspaper mats, and selling copy for this item.

**The Lufkin Rule Co.**  
Saginaw, Michigan

### Broom and Tool Rack

New items offered hobbyists and home-owners by the Chas. O. Larson

Co. include a broom and tool rack (shown), a garden tool stand, and a flat top saw horse bracket — all of heavy gauge steel and zinc coated.

The broom and tool rack is easy



to install and all sliding hooks are self locking. It is made to hold a large assortment of brooms, mops and garden tools and sections can be added if needed. The rack is packed one to a box and the box is two-color, sales tested — weight per set is two pounds. Suggested retail price is \$1.49.

The garden tool stand is a three-piece set, easy to install, and weighs five pounds per set. It is packed one complete set in a two-color box, with printed template in each box. Suggested retail price is \$2.49.

The saw horse bracket is packed one horse per set in two-color box with instruction sheet and suggested items to make inside; weight per set is 2 2/3 pounds. It can be used for 1" or 2" lumber in making carpenter saw horse, picnic table, bench sets, gym sets and the like. Suggested retail price is \$1.50.

**Chas. O. Larson Co.**  
Sterling, Ill.

### Right-Angle Drive

A new attachment for the 1/4" electric drill, the No. 2130 right-angle drive, has been added to the Millers Falls Co.'s line of utility electric tools and accessories.



According to the manufacturers, this new attachment makes it easy to work in corners, between studs and in many spots which would normally be impossible to reach.

The drive fits all 1/4" drills with spindles 1/2" long or longer and with 3/8"-24 internal or external threading. The gear ratio is direct — one to one. Gears run in a sealed grease chamber and are precision-cut from solid steel blanks. Spindles run in long "Oilite" self-lubricating bronze bearings. The reversible hardwood handle is mahogany-finished. The drive body is finished in hammer-tone gray enamel.

The drive is packed one to a box and retails for \$4.95.

**Millers Falls Co.**  
Greenfield, Mass.

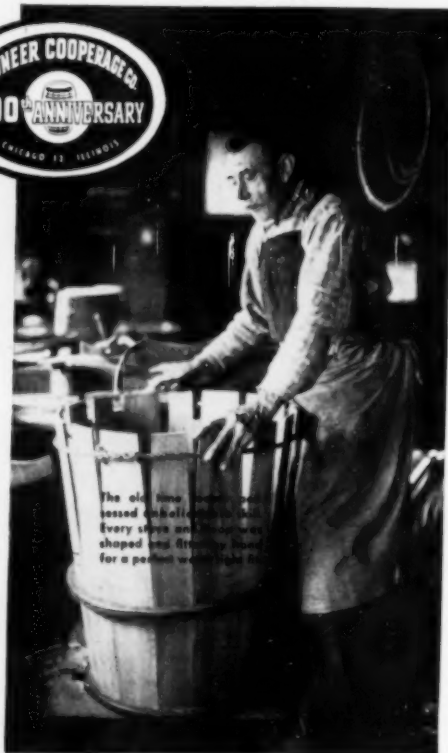
# 100

YEARS OF BARREL  
AND KEG MAKING

## What does it mean to you?

It means that all of the skill and craftsmanship of the old time cooper, plus modern developments and machines still produce the world's finest, most durable container for water.

Pioneer white oak kegs keep water clear and cold. They possess the natural insulation, and evaporative quality only wood can give. Pioneer kegs are virtually indestructible, with no metal to rust or discolor water.



*Stock and display Pioneer Kegs  
for profit and customer satisfaction.*

### RAILROAD WATER KEG

5 to 50 gallon capacity

Seasoned kiln dried oak. Bound with black steel hoops. With hinged lid and black side drop handles.

Metal or wood faucet can be supplied.

See your distributor or write for name and address of nearest source.

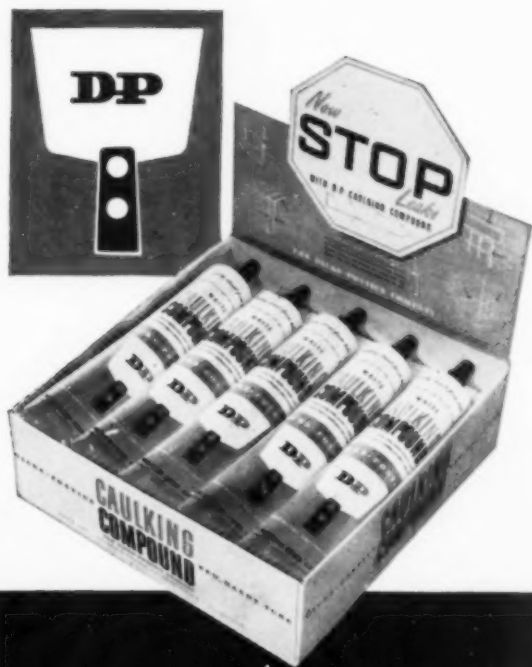
450 North Hoyne Avenue

Chicago 12, Illinois

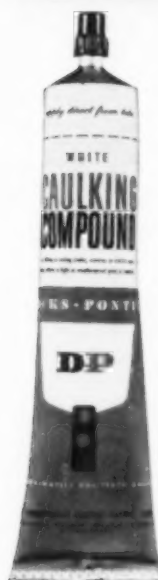


**Pioneer**  
COOPERAGE COMPANY





Put this eye-catching  
**DICKS-PONTIUS**  
box on your counter and  
watch 'em reach!



- Highest quality D-P white Caulking Compound in a giant Collapsible Tube!
- It's a "do-it-yourselfers" dream! A dealer's, too!
- Perfect for dozens of home maintenance jobs.
- Tube has built-in applicator tip and cap that screws over it during storage.
- Ten tubes to the compact display box. Each tube contains 1/10 gal. of famous, top quality D-P white Caulking Compound.

It's Nationally Advertised!



Popular Mechanics  
Popular Science  
Family Handyman

**Order from your jobber now!**

The Dicks-Pontius Company • Dayton, Ohio  
Alexandria, Virginia • Decatur, Georgia • Dallas, Texas

SOUTHERN HARDWARE for MARCH, 1954

Make **EXTRA** Money  
with Bevin-Wilcox  
**PILOT FISHING LINES**



All metal self-service display cabinet. Beautifully finished. Each section holds ten 50-yard spools of Pilot Line and has card index of sizes.

**3 EXTRA PROFITS**  
make this the year's  
**BIGGEST MONEY MAKER!**

**First**—you get this self-service cabinet absolutely FREE. Worth \$12.50

**Second**—you get five 50-yard spools of Pilot line absolutely FREE. Worth \$6.50

**Third**—we custom-pack the cabinet with YOUR choice of sizes of Pilot Hot-Stretched Nylon Lines to meet your local needs.

**Fourth**—you get America's finest guaranteed Nylon Lines. Nothing finer at any price

**Fifth**—on all reorders of Pilot Lines, we pack Thrift Coupons worth 27c each. We redeem them at full value.

Don't wait for your jobber's salesman to call. Tear out the coupon below and mail it today. Any way you figure it, you'll make **EXTRA** money.

-----  
**THE BEVIN WILCOX LINE COMPANY**  
East Hampton, Connecticut.

Please send us full particulars on your new **FREE SELF-SERVICE** deal, together with complete prices and discounts.

My jobber's name is \_\_\_\_\_

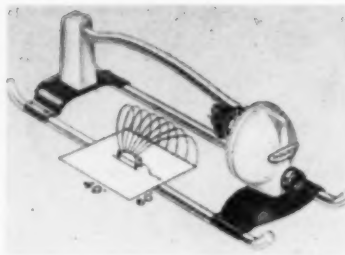
My name and address supplied below:

## Swingin' Spray Sprinklers

For Hardware Week two new Swingin' Spray oscillating lawn sprinklers will make their debut and will be available for the first time in two models, the No. 700 Standard and the No. 1000 Deluxe (shown).

Outstanding feature of the new models is the "Perma-Sealed" motor unit that is sealed and separate from the water-intake system. The Swingin' Spray is made of non-corrosive metals, is a modern design and has a yellow and green color scheme.

According to the manufacturers, the new sprinklers will operate even at lowest water pressures. The No. 700



Standard, which covers an area up to 40' x 50', will retail for \$11.95 while the No. 1000 Deluxe, which covers areas up to 40' x 60' will sell for

\$13.95.

Each sprinkler has a 3-color wrap-around display.

Melnor Metal Products Co., Inc.  
10-40 45th Avenue  
Long Island City 1, N. Y.

## Ball Twine Assortment

The King Cotton jumbo ball twine assortment No. 25 gives the dealer variety with little inventory, the manufacturers state, and the display self shipper is printed in blue and yellow on white for customer eye-appeal.



The assortment contains the following: 10 balls 300' parcel post twine; 6 balls 500' cable kite twine; 4 balls 500' 4 ply household twine; 4 balls 160' 2 ply jute twine; 3 balls 175' No. 18 India twine; 3 balls 150' No. 24 India twine; 3 balls 60' No. 4½ India twine; 3 balls 150' No. 15 mason twine.

King Cotton Cordage  
John H. Graham & Co., Inc.  
105 Duane Street  
New York 8, New York

Every  
Farm  
Job...

Is Easier  
with an  
**IGLOO**

**WORLD'S BEST  
PORTABLE WATER COOLER**

Here's a helper that belongs on every farm—a sturdy IGLOO Water Cooler that makes fresh, clear water always available. All galvanized steel construction, double-lock seams, fully enclosed lid, recessed spigot. Igloo's a money-saver, too—it keeps water cool longer and saves on ice. Five sizes. Igloo Economy Water Cans (without spigot) in 2, 3, 5 and 10 gallon sizes.



### NEW 1954 TRAFFIC BUILDER PLAN!

Build store traffic by offering cool drinking water FREE from an Igloo cooler.

PROMOTION PACKAGE—With your Igloo 5-gal. cooler, you get a Promotion Package including: Window Banner, Newspaper Ad mats, Pack of Small Folders, Point-of-Purchase Display that fits on cooler, Sales Plan Sheet and Package of Paper Cups . . . WRITE FOR YOUR PACKAGE TODAY!

*New Igloo Portable Ice Chest  
to Make Bow Soon*

MAIL THIS COUPON TODAY



CORPORATION

320 South 66th St.  
P. O. Drawer 9365  
Tel. YUkon 5401  
Houston 11, Texas

BETTIS CORPORATION  
P. O. Drawer 9365  
Houston 11, Texas

Please send literature and prices on IGLOO Water Cans and Coolers.

NAME.....

FIRM.....

ADDRESS.....

CITY.....STATE.....

## "Big Boy" Steel Tape Rule

The "Big Boy" has been added to the Master line of steel tape rules and the manufacturers state that the ¾ inch rule has the rigidity of a folding wood rule.

Both sides of the white enamel blade are numbered. A two way slide tip automatically moves in out of the way for butt measurements and a hook for each side of the tape makes both sides useable.

The "Big Boy" has rounded corners and smooth beveled edges. It has a reinforced zinc die cast case and chrome finish. A custom fitted plastic friction guard is designed to eliminate wear on bottom side of rule blade. The rule comes packed

*Your Customers prefer...  
Your Customers want...*

## SELL DAZEY CHURNS

**Greater Turnover — More Profit**



### DAZEY ELECTRIC CHURNS

are exceptionally quiet... easy to use, clean, and store. Both models feature the clover-leaf jar design which creates more efficient churning action. Model 4ER (shown) has a gross capacity of 1 gallon and a churning capacity of 1/2 gallon. Retails for \$24.95. Shipping Weight 14 lbs. Model 8ER has a two gallon gross capacity and a churning capacity of 1 gallon. Retails for \$27.95. Weighs 15 lbs. Both models are individually packed in shipping case.

### DAZEY HAND-OPERATED CHURNS

are modern versions of the Daze Churn which has been a favorite in American farm homes for fifty years. Model 4 (shown) has gross capacity of 4 quarts. Churning capacity of 2 quarts; retails for \$5.49. Model 8 has gross capacity of 8 quarts, churning capacity of 4 quarts; retails for \$6.49. Both have fully enclosed high speed gears which makes churning faster and easier. The clover-leaf design jar creates more efficient churning action, is more durable, and easier to clean. Both packed four per shipping case. Weight per dozen of Model 4 is 80 lbs. Weight per dozen Model 8: 105 lbs.



Made by the manufacturers of the World's first and finest wall type can opener.

Be sure it's a



**DAZEY**

**DAZEY CORPORATION  
ST. LOUIS 7, MISSOURI**

SOUTHERN HARDWARE for MARCH, 1954

## Announcing- THE ALUMINUM GRILLE THAT'S

*priced for  
SMALL-BUDGET  
Homeowners*

**\$6<sup>95</sup>**



### THE NEW NATIONAL GUARD

**ALUMINUM SCREEN DOOR GRILLE NO. 5-75**

Stock a grille that's priced to reach a mass market! This is it! A money-maker! Priced for the millions of small-budget homeowners who're proud of their homes — interested in improving them — looking for a grille they can afford!

Easy-to-sell **Anodized Aluminum** — in graceful new design. Keeps its satin finish! Withstands weather deterioration!

#### Fully Assembled

Easy-to-sell-convenience in individual cartons. All homeowner has to do is attach to screen door. Also combination door style.

**READY TO INSTALL** →

**Hurry! Contact Your Jobber or Write Us Direct.**

National Guard Products, Inc.  
310 Jackson Ave., Memphis, Tenn.  
☐ Please rush full information on National Guard Aluminum Screen Door Grille No. 5-75 to retail at \$6.95.

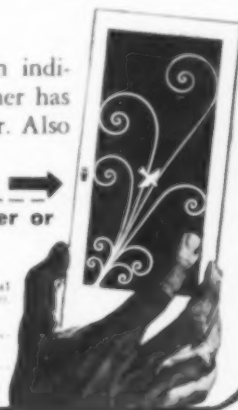
Also, please rush descriptive literature of:  
Weatherstrip ☐ Window Guards ☐ Asbestos Siding Trim ☐ Aluminum Mouldings ☐

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_



"Fish & Hook" Brand of Quality

... IN SALES ... IN SATISFACTION

# STEEL makes the difference!

● **DEALER SALES:** National advertising is pre-selling, BY TELLING, your customers and prospects about the superiority of Swedish Charcoal Steel for cutting tools. Sandvik Hand Saws, featuring their distinctive "Fish & Hook" trade mark, are accepted as TOP quality. Tie in with this national campaign... show Sandvik Saws to your customers... display them in your window... benefit from fast turnover and more sales.

● **CUSTOMER SATISFACTION:** We're telling your customers why Swedish Steel holds a razor sharp cutting edge three times longer than other steel. Why Sandvik Hand Saws rip through tough wood faster, easier; why the special grip and extra high crown permit deeper, longer strokes. How they cost less in the long run because they give so many more years of fine service! When you explain their advantages, you've made a sale! **Write for information on Sandvik Swedish Steel Hand Saws TODAY!**



**NATIONALLY  
ADVERTISED**

**Sandvik Saw & Tool**

Division of Sandvik Steel, Inc.

**47 WARREN ST. NEW YORK 7, N. Y.**



## get your share of this

# PROFITABLE MARKET

Believe it or not, more than 6 million horses and mules need shoeing each year—and today their owners are looking to YOU to supply them. Horseshoes are a high-profit item... come packaged 10 pair to the box—easy to store, shelve, and sell. *Stir yourself.* Write now to Dept. H-2 for name of distributor, free catalog and pricing information.

YOUR CUSTOMER LOOKS FOR THIS TRADE MARK →

It signifies the  
**WORLD'S LARGEST  
MANUFACTURER OF  
HORSE AND MULE SHOES.**

Phoenix

**MANUFACTURING CO.**

Joliet, Illinois




in new visual Blister Pack or regular box (optional).

Two improvements, the auto-tip and the wedge lock, have been added to the "Tuffboy." A swivel hinge built into the tip allows it to swing down and out of the way as the user butts the blade against the measuring surface. To take a conventional measurement, the tip is hooked over the edge of the object to be measured. The wedge lock is a push button lever lock. When the tape is pulled out the required length the button lock is pushed down with the thumb and the user can hold the blade extended for ready reference.

**Master Rule Manufacturing Co., Inc.**  
Middletown, New York

## Floor Conditioner

A new medium-size floor conditioner designed for use in larger households and public buildings with expansive floor areas is announced by Red Devil Tools. To be known as the FP-34, the new conditioner is a twin-brush model; brushes are eight inches in diameter and rotate in opposite directions. They cover a 16-inch path with each pass of the machine.

The FP-34 comes equipped with one pair of combination brushes for scrubbing, waxing and polishing; one pair of reversible self-buffing pads; and one pair of reversible steel-wool pads. Buffing and steel-wool pads snap-on over the combination brushes; no tools are required.

The machine is driven by a ½-hp ac-dc motor; has a brush speed of 400-rpm; weighs 31 pounds; has two heavy-duty non-marring bumpers; and comes with a 30-ft. heavy rubber-lined cable. It retails at \$129.50.

Available for use with this polisher is a standing kit which consists of one wrench, two holders, and six pieces each of coarse, medium, and fine sand paper discs.

**Red Devil Tools**  
Irvington, N. J.





*My Duro Jet pump  
is really  
dependable!*



*...Yes,  
Duro dealers have  
learned to expect such  
customer confidence.*

Every customer wants to buy *dependable* running water service . . . and that is what *you offer* when you sell Duro Horizontal Jet Systems. With every Duro Water System you sell, you earn the lasting confidence of your customer . . . this means repeat business.

The Duro Horizontal Jet System is a dual service pump adaptable to deep or shallow well installation. It is compact . . . easy to install . . . with ready access to pressure and suction lines. For over 35 years Duro has been building the right pumps for every requirement.



*Now is the time for  
fast profits with Duro high capacity  
portable Cellar Drainer . . .*

Dependable, fast acting, low level pumping, Duro's Cellar Drainer is built of non-rusting, non-corrosive materials.

*Write for complete information.*

**THE DURO CO.**  
DAYTON 1, OHIO

DURO BUILDS A COMPLETE LINE OF WATER SOFTENERS AND WATER SYSTEMS

SOUTHERN HARDWARE for MARCH, 1954



**Evans King-Size  
10-ft. Steel Tape**

**STANDS UP STRAIGHT  
92 INCHES for UPRIGHT  
MEASUREMENTS**

Those long upright measurements are easy and accurate with this new EVANS King-Size 10-ft. White-Tape. The 33% wider blade (full 3/4") stays straight up without bending or buckling. You get a free belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and . . .

*it's marked so you don't have to figure!  
no other tape is marked this Evans way.*

This Edge—marked in feet and inches with foot markings at every inch.

This Edge—marked in inches from 1" to 120"



Whichever way you work, in inches or feet and inches, you read instantly without having to stop and figure.

The EVANS King-Size White-Tape is the Top 10-ft. Tape Value at only \$219\*

another  
EVANS  
value—  
**THE  
ONLY  
12-FOOT  
POCKET  
WHITE-TAPE**

Standard blade  
1/2" wide

Now, a pocket steel tape that measures a full 12 feet — eliminates the inconvenience and inaccuracy of adding two measurements as you do with shorter tapes. Exclusive EVANS double markings (same as King-Size above). Chrome plated case is no bigger than cases for shorter tapes. Self-adjusting sliding hook for 100% accurate inside or outside measurements. Each tape packed in FREE transparent Tenite utility case.

Let us help you sell more tapes. Write for free supply of leaflet 10-5H

\*Prices slightly higher  
Denver West

**Evans & CO.**

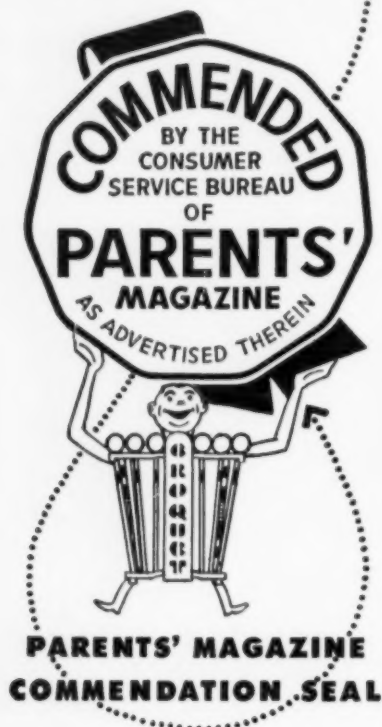
400 Trumbull Street, Elizabeth, N. J., U. S. A.

Makers of Evans "Long Tapes"—25-50-75-100 ft. and Evans 6 ft. Folding Rules

MR. FAMILY-FUN SAYS —

# ONLY

## SOUTH BEND CROQUET HAS



A nationally recognized symbol of quality tested merchandise, this seal is a potent factor of consumer influence. And South Bend is the only croquet nationally advertised — to make your customers conscious of family fun; to build added interest in outdoor living!

Our 80th Anniversary 1874 — 1954

Write for 1954 Catalog and name of nearest Jobber.

### SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.

South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.

Midwest—South Bend Toy Mfg., So. Bend, Ind.

Calif. & S. W.—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.

Dewey & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.

**SOUTH BEND TOY MFG. CO.**  
Dept. SH-3 South Bend 23, Indiana

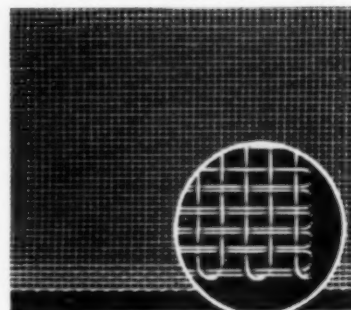
CROQUET SETS • DOLL CARRIAGES—  
Folding, Fibre, and English Coach •  
DOLL STROLLERS • JUVENILE FURNITURE

## Bristol Rod Rack

Sealand has announced a rack to hold 12 Bristol rods for self-service and display in retail outlets. The company also has made up a series of suggested rod packages in the following categories: fly rods, spinning rods, bait casting rods, eastern salt water, southern salt water, western salt water and general salt water.

The display is a three-color design and is a sturdy build.

Sealand, Inc.  
Torrington, Conn.



## Multi-Wire Edge

A new reinforced edge, called the Multi-Wire Edge, has been added to Cortland brand Gray-Wick insect wire screening; it is composed of five strands of wire running along the outside holding edge.

Cortland Gray-Wick screening with Multi-Wire Edge lies flat when unrolled, according to the manufacturers, and is easier to cut, handle and install. They point out that the new edge adds strength and rigidity to the screening, giving extra strength along the tacking surface.

Samples may be obtained by writing to the manufacturers.

Wickwire Brothers, Inc.  
Cortland, N. Y.

ALWAYS LOOK TO...

# MIDWEST

for money-making ideas!



## SNIPS

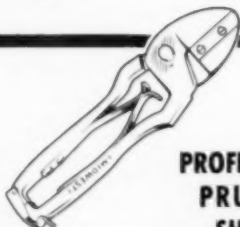
Guaranteed More Work With Less Fatigue

Compound Lever



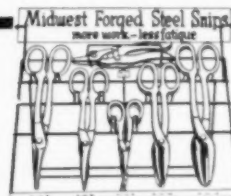
## SNIPS

Far Better... By Actual Work Tests



## PROFESSIONAL PRUNING SHEARS

Fully Hot Forged Pass Through and Anvil Types



**FREE** Money Making Display Rack, No Charge With 12 Popular Snips, Retailing at \$23.00.

Call your wholesaler - or write

**MIDWEST**

Tool and Cutlery Co., Sturgis, Michigan

# Strataflo ..... all CHECK VALVES Position

*Flexible*  
**METAL POPPET**



Patented, flexible Monel Metal Poppet can't leak. Sensitive in operation. For cold or hot water or steam. 200 lbs. pressure. One-piece brass shell. Seven sizes. Write for Bulletin 204.

Order from your Jobber

*Strataflo*

**STRATAFLO PRODUCTS, INC.**  
FORT WAYNE 1, INDIANA

Retails at  
**\$10.95**  
To \$19.95

**NEW**



**Packaged Awning**

**Brings BIG Profits**  
**AIRO-VENT** ALL ALUMINUM **AWNINGS**

*Sell Over-the-Counter FAST*

- 5 sizes. All individually packaged. Expandable.
- Customers can install easily.
- Low cost.
- Ventilated.
- No glare — allows 80% normal light passage.

## DEALERS

AND DISTRIBUTORS  
Some territories still open!  
Only \$3.00 brings packaged sample.  
Write for information on this new untapped market TODAY!



*Individually  
Packaged*

**Peerless Products Co.**

5415 St. John Dept. C Kansas City 23, Mo.

**WRIGHT**



**GALVANIZED WIRE STRAND** . . . Guy wire for television antennae, clotheslines, tie and binding wire, signal wire, emergency repairs, temporary enclosures—4 and 6 strand for electrical fences. 50' connected coils and on spools.

**G.F. WRIGHT** STEEL & WIRE CO.  
WORCESTER • MASS.

Southern Representatives:

D. C. HORNIBROOK  
E. L. HORNIBROOK  
Box 176, Avondale Estates, Ga.

LAWRENCE J. BALDWIN & SON  
306 Carondelet Bldg.  
New Orleans 12, La.

**ROGERS GLUE**  
**BUILDS BUSINESS**  
**FOR YOU...**

*Exclusively*



You'll find Rogers is profitable to handle . . . easy to stock, display and sell. And here's how it pays you, exclusively.

1. Exclusive protected profits — Rogers is sold only to the hardware trade . . . you're protected from competition from syndicate store group buyers, chain stores and mail order houses.
2. Backed by national advertising — Rogers reaches millions of customers and potential prospects every month with national advertising. This advertising creates demand, makes customers ask for Rogers, makes more general business for you.
3. Rogers Glue — Rogers sales are steady sales . . . because consumers know that Rogers proves best by actual test — is the strongest and purest liquid fish glue on the market today.



Hop on the Rogers bandwagon today for those extra sales and profits plus traffic that famous Rogers Glue can bring you. Order today through your jobber, or if he is unable to supply you, write us immediately.

3,885 lbs.  
Shearing Strength per Square Inch

**ROGERS**  
ISINGLASS & GLUE CO.  
GLOUCESTER, MASS.



# CHENEY Nail Holding Hammers



**NEW  
1954  
CHENEY  
SALES-  
MAKER  
DEAL**

8 No. 938 hammers, 16 oz.  
2 No. 937 hammers, 20 oz.  
2 No. 944 hammers, 18 oz.  
1 No. 938 hammer, 16 oz.,  
for use with display, at half price.

1 Sales Maker demonstrator and  
sign—free.

Hammers available in either bell  
or octagon face.

Sales  
**JOHN H. GRAHAM  
& CO., INC.**  
105 Duane Street,  
New York & N. Y.

**SANFORD BROTHERS**  
Chattanooga, Tenn.



ESTAB. 1924  
**HENRY CHENEY HAMMER  
CORP.**  
LITTLE FALLS, N. Y., U. S. A.

## New D. & M. Glove

A completely new professional model glove, the DG912, has been added to the D. & M. line, and according to the manufacturers this new large size glove made of premium heavy weight glove leather is fully leather lined and contains many exclusive features.

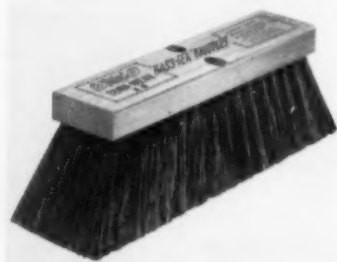


These features include an adjustable wrist loop, "natural contour" finger construction, a double laced "spider web," a hand formed, hand built asbestos felt pad with hinged heel, inner processed greased palm, leather welted diverted finger seams, adjustable lace, leather lacing through palm, extra large crotch and a laced heel.

**Draper-Maynard Co.**  
4861 Spring Grove Ave.  
Cincinnati 32, Ohio

## "Dura-Wear" Street Broom

A new, heavy duty street broom, with a filling of "Bass-Tex" plastic bristles, has been introduced by Ox Fibre Brush Co. and is called the OXCO "Dura-Wear."



The manufacturers state that the bristles are moisture resistant and will not rot, sour, or mildew.

The block is finished in yellow lacquer for eye-appeal, with basic sales points imprinted on the top of the block. The new broom is available in 14" and 16" sizes.

**Ox Fibre Brush Co.**  
Frederick, Md.

**CATCH  
SHOPPERS' EYES  
and Their  
DOLLARS  
with**

**National  
Linoleum  
Binding**



**COLORFULLY PACKAGED  
TO SELL ON SIGHT**

Just display this convenient, self-service carton on your counter and see how fast National and Columbia Binding moves. Each colorful box contains a dozen clear plastic packages of 3/4" linoleum binding—12 feet long, conveniently punched for fastening and with the nail supply enclosed. Available in brass, aluminum or stainless steel.

**It's good business to sell the  
complete National line:**

Weatherstripping — • Thresholds  
• Spring Bronze • Metal and Felt  
Sweeps • Door and Window Sets.  
Special Rolled Moldings  
Binding and Edging

**Order from your jobber today—**

or write us for additional details!



1001 Ridge Avenue  
Pittsburgh 33, Pa.  
P. O. Box 9965



## Jiffy-Fold Caddy Cart

The Jiffy-Fold caddy cart is a new type cart which can be set up or folded by means of a clamp. It has a solid steel axle, weighs 12½ lbs., and will roll when folded. A three-point suspension chassis design carries the bag high to avoid bag bottom scraping.



The ball-bearing, disc wheels have semi-pneumatic tires. The chassis is tubular steel with brazed joints and

aluminum finish. Carts are packed in individual shipping cartons and retail for \$14.95.

Roglo, Inc.  
6838 Milwaukee Ave.  
Milwaukee 13, Wisconsin

## "Trooper" Revolver

Colt Manufacturing Co. has announced the production of a new revolver, the "Trooper", which is a heavy-duty service gun.

According to the manufacturers, the gun combines the adjustable Accro rear target sight with a quick-draw ramp-type front sight for target accuracy and is constructed for heavy duty.

Specifications for the "Trooper" are as follows: calibers .38—.38 special (mid-range, regular and high speed loads); and .22—.22 long rifle (regular or high speed loads); length over all, 9¼"; length of barrel, 4". Both models have non-slip, close walnut stocks, as well as the hammer safety, and double cylinder-lock.

The stock model of the "Trooper" retails for \$71.50. Also available on special order with fast-cocking wide spur hammer (\$2.75 extra) and full-checked tournament type custom



walnut stocks, (\$5.50 extra). If purchased as accessories, price of the wide spur hammer is \$6.50, the custom stock \$7.50.

Colt's Manufacturing Co.  
Hartford 15, Conn.

## Motion Display Unit

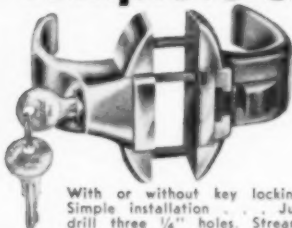
A motion display unit for Mirro electric percolators is being furnished by the manufacturers.

Made of mahogany finish veneer, the display features a clockface with a minute hand swinging back and forth. The novel clock is powered by a single flashlight battery. On the clockface is a printed reminder that "It's Time for Better Coffee."

Dealers get this display free when ordering the A99M Mirro electric percolator deal consisting of two 101M

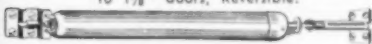
## Sell one — or a complete set

Idealox and Idealatches



With or without key locking. Simple installation . . . Just drill three ¼" holes. Streamlined beauty. Adjustable for ¾" to 1½" doors. Reversible.

Ideal Closer



Lubricated for long life. Simple application. Enclosed Shock absorber spring. Hold-open feature. Display models available with each half-dozen.

Ideal Hinges



Plated or Stainless Steel and Brass Metal.

## For SCREEN DOORS

Write for full description, price and delivery on these and other items.

Ideal

IDEAL BRASS WORKS, Inc.

250 East 5th St.

St. Paul 1, Minn.

## More profit on HOUSEWARES

with these high-quality fast-selling BRUSHES



Put this good-looking display of quality household brushes in a good traffic spot and watch your brush sales climb. Profits, too — not just 33⅓%, but a full 37½% — for you.



colorful merchandise . . . appealingly displayed

Kellogg  Brushes

famous name . . . famous brand

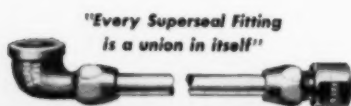
KELLOGG BRUSH MFG. CO.  
Westfield, Mass.

## How to make Quick, Easy flush-to-wall Installations



### use *Supersal* Gas Range Connectors

Supersal's long, 10° tapered cone makes positive, leak-proof connections certain every time. With their heavy, tapered fittings and special alloy aluminum tubing of .049" wall thickness, Supersal Connectors can be tightened without danger of shearing tube or damaging fitting. They can be bent close to the fitting to make a neat, flush-to-wall installation. Supersal Connectors are certified by the American Gas Association and are listed by Underwriters' Laboratories. They are produced in any combination of female elbows and male or female adapters; 3/4-inch pipe thread; 12 to 60-inch lengths; cadmium plated.



"Every Supersal Fitting  
is a union in itself"

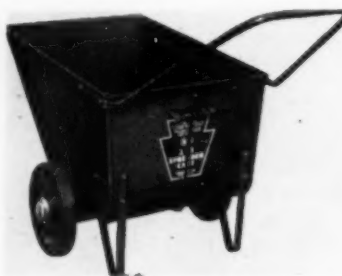


4-cup polished Mirro-Matic percolators; two 102M 8-cup polished Mirro-Matic percolators; one 112M 8-cup chrome Mirro-Matic percolator; and one 122M 8-cup Mirro electric percolator. Dealers continue to make full profit on the percolators.

Aluminum Goods Manufacturing Co.  
Manitowoc, Wisconsin

### Spreader-Cart

A hand cart with a built-in spreader for seeding and fertilizing lawns has been introduced by Jackson Manufacturing Co. as the 2-in-1 spreader cart. It is built for general use around the home and by opening the cover, it is converted into a spreader of three cubic foot capacity without the use of any tools.



An adjustment lever controls the flow of seed, lime and granular or coarse fertilizer. The spreader slide mechanism is made of rust and corrosion resistant metal. According to the manufacturers an outstanding feature is an oscillator which minimizes bridging of lime and also extra wide semi-pneumatic tires which prevent damage to the lawn.

Jackson Manufacturing Co.  
Harrisburg, Pennsylvania

### Torpedo Levels

Two new 9" Torpedo levels, the #1296 diecast of magnesium and the #1295 diecast of aluminum, are both made on the same design. They are lightweight, equipped with one level, one plumb, one 45 degree, and V-groove bottom.

These are packed four to a merchandiser counter display—#41 contains four #1295; #42 contains two each #1295 and #1296; and #43 contains four #1296 levels. Immediate shipment is available.

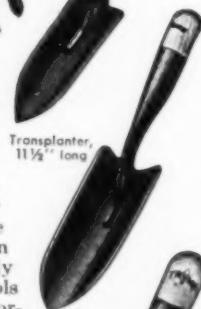
Mayes Brothers Tool Mfg. Co.  
Port Austin, Michigan

## TRUMP GARDEN TOOLS

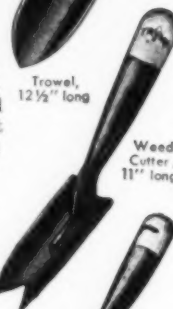
*will make  
your profits  
grow!*



Cultivator,  
11 1/2" long



Transplanter,  
11 1/2" long



Trowel,  
12 1/2" long



Weed  
Cutter,  
11" long



Fork,  
10 1/2" long

Many of your customers will soon be buying their Spring gardening equipment. And they'll be looking for tried-and-true TRUMP Garden Tools. These sturdy 18-gauge steel tools are long-time favorites among garden enthusiasts. Hardwood handles and bright green baked enamel finish make them especially attractive, too. Make sure you carry the whole line. They're packed separately, or three in a box—ready to sell to all of your customers! Order TRUMP Garden Tools from your wholesaler today.



Get this eye-catching wheelbarrow counter display from your wholesaler. It's available, without tools, to all dealers ordering 4-dozen TRUMP Garden Tools.

ANIMAL TRAP COMPANY OF AMERICA  
LITITZ, PA. • PASCAGOULA, MISS.

## Mike Twine and Cordage

Two items being offered in the Mike twine and cordage line include the seine cord on solid wound balls and new clothes line.



As illustrated, a distinguishing end label has been added to the balls of cord. This label shows the weight per ball, ply and feet per ball. This cord is sold in 12 through 72 ply, in two, four, eight ounce and one pound balls. It is used as a seine twine, mason line, chalk line and a general utility tying twine.

Mike article 575, the plastic clothes line, comes in either white or assorted

colors, and is packed 12 to a box. In the article 556, the Mike No. 6 solid braided cotton clothes line, each hank is a full 50 foot length, with two hanks connected. There are 12 hanks to the package.

Cleveland Mills Co.  
Lawndale, N. C.

## "King-Size" Steel Tape

In announcing a new "King-Size" pocket "White-Tape," the manufacturers point out that its major feature is its 3/4" blade width rather than the 1/2" width which most pocket-type blades have.

A removable belt clip is provided free with each tape. The clip hooks to the belt of the user to make the tape easily accessible and at the same time free the user's hands for other work.

Another feature of the "King-Size" is its double markings. One edge is calibrated in 16ths of an inch and is marked off from one to 120 inches as are conventional pocket tapes. The first six inches are marked off in 32nds for very accurate work. The other edge is calibrated in feet, inches and eighths, as usually found only on long tapes. Black-on-white smaller-size foot markings are repeated at

each inch mark. This double marking enables instantaneous readings, either in inches or the equivalent feet and inches.

Each tape is packaged in a clear plastic Tenite box at no extra cost. With every half-dozen tapes purchased, Evans furnishes a five-color, demonstrator display case free.

List price of the "King-Size" is \$2.39, complete with utility case, belt clip, and self-compensating hook.

Evans & Co., Inc.  
Elizabeth, N. J.

## Electric Lawn Trimmer

A new electric lawn trimmer which operates from standing position and rolls on two rubber wheels was designed, according to the manufacturers, to facilitate cutting along walks and around trees and shrubs. The wheels also act as a pivot to enable the trimming blades to cut at different heights.

The cutting blade has a vacuum pull, and guide plates to protect the operator from flying objects. A slip clutch helps prevent motor and cutter damage should the blade hit a solid object. The AC-DC, 60 cycle, 110-120 volt motor runs on a standard



## Cape Cod SUPREMA

*There's No Substitute for  
Cape Cod Linen*

No other line has ever equalled Cape Cod Linen for salt water game fishing. Used by top-flight fishermen everywhere. Made in Ireland with long fibre Irish Flax. Unequalled for silken-smooth finish.

Ask your jobber or write us for catalog.

**CAPE COD LINE COMPANY**  
East Hampton Connecticut



## "combination" caulking cartridges

**USE THEM BOTH WAYS!**

1. Standard Hole-In-Cap with Metal Nozzle Guns



2. With Snap-In Plastic Nozzle\* for all Other Guns



At last . . . caulking compound cartridges to fit every type gun! So easy to use . . . either way there's no after-cleaning required. CALBAR Caulk-O-Seal is non-hardening, non-staining and meets all specifications!

\*Plastic Nozzle supplied with each cartridge at no additional cost

**SIMPLIFIES INVENTORY . . .  
ANSWERS ALL NEEDS!**

Write today for complete details

**CALBAR PAINT AND VARNISH CO.**  
Manufacturers of Technical Products

2612-26 N. Martha Street, Phila. 25, Penna.

## CASH IN on the DEMAND!

Now, SANDEE offers you an opportunity to cash in on the demand that has been established for plastic garden hose.



Only Sandee gives you all these outstanding advantages...

- Priced to sell—with a full margin of profit!
- Quality products—scientifically engineered for performance, value, and appearance!
- A complete line—*Featherlite* garden hose for the quality buyer, *Thriftie* garden hose for the thrifty buyer, *Contour Sprinklers* for every buyer!
- Sales promotion—envelope stuffers, ad mats and special point-of-sale material!



Complete your garden hose line with Sandee *Contour Sprinklers*... 25 ft. and 50 ft. lengths made of 100% pure virgin vinyl plastic. Patented stabilizing fins automatically right sprinkler when water is turned on. Two or more sections easily connected with attractive, nickel-plated couplings. New, full-color carton makes Sandee Contour Sprinklers easy to stock, easy to sell!

**Sandee Manufacturing Co.**  
5050 Foster Avenue, Chicago 30, Ill.

SANDEE CONTOUR SPRINKLERS • SANDEE THRIFTIE GARDEN HOSE • SANDEE FEATHERLITE GARDEN HOSE

household current or a portable generator. A radial-thrust ball bearing at the blade end of the shaft is sealed and lubricated for life. The upper bearing is an oilite, bronze, self-aligning bushing.

The trimmer weighs five pounds and its handle is designed to provide good balance and for easy manipulation. The trimmer can be swung from side to side by raising it off the ground with an auxiliary guide handle. This handle is adjustable, and on it is a bracket which holds up to 100 ft. of electric cord. A turn of the bracket releases the entire roll of cord in one coil.

Identified as No. 700, the trimmer will retail for \$29.95.

Seymour Smith & Son, Inc.  
Oakville, Conn.

### New Merchandiser

The Fletcher-Terry Co., manufacturers of glass cutters and glaziers tools, are offering dealers a new merchandiser as illustrated.



It is a wood display that occupies little counter space. It contains a minimum stock of assorted putty knives and wall scrapers, wood scrapers and blades, linoleum knives, crack knives, files and one dozen No. 01 glass cutters.

The dealer pays only for the merchandise. There is no charge for the display case. Merchandise can be sold directly from the merchandiser.

The Fletcher-Terry Co.  
Forestville, Conn.

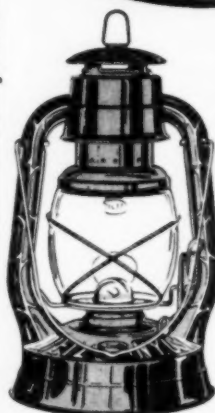
### Saw Blades Catalog

A new 20-page, two-color catalog which describes and illustrates the complete line of Star hack and band saw blades is offered by the manufacturers.

The catalog gives specifications and

a BRIGHT BUY  
for Solid Sales

**DIETZ  
LANTERNS**



• Accepted the world over

• Backed by years of uninterrupted Advertising Promotion

• INCREASINGLY POPULAR AS A FAULTLESS STANDBY LIGHT

Order thru Your Jobber

**R.E. DIETZ COMPANY**

EST. SYRACUSE 1, N. Y. 1840

### IT WON'T SHRINK!



**CONSUMERS CRACK FILLER**  
(COLD WATER PUTTY)

For cracks, holes, and crevices in wood, plaster, tile, stucco, and cement.

A "best seller" because it

- Dries hard
- Won't crumble, chip, or fall out
- Stays where it's put—holds screws, nails, tacks
- Water resistant
- Easy to work with—can be molded, sanded, sawed, painted, or stained
- No waste—mix with water only as needed

Packed in 1, 5 lb. cartons; also 25, 50, and 100 lb. drums.

Try it yourself. Find out why easier, faster repairs can mean easier, faster sales. Order from your wholesaler, or direct from us.

Another "Product of Merit" by Consumers.

**CONSUMERS GLUE CO.**  
1515 N. HADLEY ST. • ST. LOUIS 6, MO.



"Be good to yourself, mate!"



Boatowners buy on sight



**Delighter**

**ALUMINUM  
SWIVEL  
SEAT**

Display famous Delighter 63 for buy-on-sight sales. Backed by national advertising. Life-time engineered construction. Full 360-degree swivel action. Soft, cozy, Kapok snap-on seat floats. Water-repellent No. 12 duck, in red, green or blue. Weight only 5 1/2 lbs. Coast Guard approved cushion, 63C, also available, in green only, at slight extra cost.

Write for complete catalog sheets

**UNIVERSAL CONVERTING CORP.**  
413 Sawyer Street, New Bedford, Mass.



**ALUMINUM Folding Chairs, Swivel & Sport Seats, Specialties**

getting your share?



During the last six months of 1953 over 3,000,000,000 wood screws were sold by American retailers.

Did you get your fair share of the profit?

Southern Screw Company provides you a reliable one-source for all wood screws . . . Phillips or Slotted, Flat, Round, Oval, Steel, Silicon, Bronze, Brass, Aluminum, Stainless Steel and all popular plated finishes. All made to Federal Specifications FF-S-111a.

Shipped Promptly from Stock

Your special screw may be standard in the hundreds of millions of screws stocked at Southern.

Write for complete catalogue — Box 68-S

**SOUTHERN SCREW COMPANY**  
STATESVILLE • NORTH CAROLINA

Manufacturer of Wood Screws

Sold Through Leading Wholesale Distributors

You'll do better  
with **WOODRUFF**  
lawn seed

**Southern Evergreen**—a superior mixture particularly adapted to the sunny south.

**Southern Shady**—provides a thick green cover in shady areas where grass is hard to grow.

Feature Woodruff Lawn Seed for quicker and more profitable turnover.



**F. H. Woodruff  
SEEDS**

**F. H. WOODRUFF & SONS, INC.**  
ATLANTA • DALLAS

SH3-4

THE WORD HAS GOTTEN  
AROUND..THE *New*  
**Tufboy**



IS BETTER THAN EVER

Like all sound businesses Master is founded on the bedrock principle, that in order to prosper, we must help you the hardware jobber and dealer to prosper. . . We know of only one way to honestly accomplish this aim. . . To make the kind of product you will be proud to sell . . .

No product we have ever made, fits the description more aptly than the New Tufboy. Always a great turnover item. . . Now better more desirable than ever.



**NEW BLISTER PACK**

An entirely new approach to hardware packaging it allows your customer to see what he buys. To examine and analyze important sales features. To read and digest the Tufboy story without actually opening the package. Rules stay factory fresh until they are sold.

**NEW "AUTO-TIP"**

New automatic tip makes the already superior Master blade, the worlds most accurate steel tape. No more guess work. . . Tip drops out of the way for built measurements.



**NEW POSITIVE MILITARY TYPE BRAKE**

Not an ordinary brake, but one so well designed that its action will never mar, or scratch the blade finish. . . is foolproof to operate.

**UNIVERSAL REPLACEMENT BLADE FEATURE**

Unique "hold feature" of the case front grips inner tape firmly so that replacement blade can be attached without tools, in seconds.



Bladeblade—		Satin Finish—	
#104W, 16 H. Breakblade	51 05 ea	#204L, 16 H.	51 10 ea
#108W, 18 H. Breakblade	2 10 ea	#208L, 18 H.	51 15 ea
#110W, 110 H. Breakblade	2 35 ea	#210L, 110 H.	2 10 ea

For replacement blade prices please address inquiries to:  
**MASTER RULE, MIDDLETOWN, N. Y.**

**MASTER**

**MASTER RULE MFG., CO. INC. Middletown, New York**  
**WOOD AND STEEL TAPE RULES**

prices on 12 sizes and types of hand hack saw blades, 51 sizes and types of power hack saw blades, 15 metal cutting band saw blades, 36 wood cutting band saw blades, and two types of hack saw frames. Also listed are the prices and specifications on metal cutting and wood cutting band saw blades that come cut-to-length and welded.

Standard packaging is covered, and the catalog contains photographs of two display cards available to dealers. One shows the all-purpose assortment of Star special flexible blades; the other illustrates the Star Molyflex high speed blades. Shown also is the display kit for the Star hack

saw frame.

For a copy of Bulletin S-5, write the address below.

Clemson Bros., Inc.  
Middletown, N. Y.



### All-Nylon Fly Reel

A new item for fly rod fisherman is the No. 500 Weberkraft all-nylon fly reel, priced at \$5.95.

The spool is of natural-color nylon; the shell and trim of black nylon. Large spool capacity will carry either

100 feet of size E level fly line, or 90 feet of any tapered fly line, plus 300 of 12 lb. test running line. Loaded

*for "CITY" water beyond the mains, you can't beat*

**BURKS SUPER TURBINE WATER SYSTEMS**

Finest engineered systems built! Same pumping unit for deep or shallow wells. Fully automatic—self-priming—only one moving part. A size for every need. And also—**ONLY BURKS HAS LIFE-LOK**—the famous feature that enables Burks pumps to provide greater capacity, better performance, and up to 40% longer life.

To be sure—install Burks Pumps. Write today for FREE catalog

**BURKS** **DECATUR**  
PUMP COMPANY  
35 ELK ST., DECATUR 70, ILL.

### BOOSTING SALES IS EASY!

Ads in **COLLIERS**, **AMERICAN HOME**, **HOME MAINTENANCE**, **POPULAR SCIENCE**, **POPULAR MECHANICS** and other do-it-yourselfers is attracting the eye of the home user and commercial man, too... Put it on display and cash in on this interest.

**WILHOLO**  
*Glue-Bird*

SAVE TIME—25%  
SAVE GLUE—50%  
HEATER WORK

REFILLABLE PLASTIC GLUE GUN  
KEEPS THE HANDS CLEAN

No gooey glue sticks. No hardened brushes. Carry in kit or apron. Can't spill. Keeps glue fresh and clean.

Wilhold—The easiest glue to use for home, hobby and shop uses. Applies white—dries colorless. Odorless. Non-inflammable. Glues wood • tile • formica • paper • china • almost everything. Contains secret Ortholoid—Grabs quick!

**ACORN ADHESIVES CO., INC.** Los Angeles 31, Calif.  
Chicago 44, Ill.

AN ESTABLISHED,  
STEADY SELLING  
LINE.

SERVICED BY  
YOUR JOBBER.

SEND FOR  
FREE SAMPLES.

## COLE HOT BLAST

"Leaders in room  
Heaters since 1894"

GAS-OIL-COAL



MODELS  
775-52  
776-52

- ✓ Exclusive COLE "Tilt-A-Way" Cabinet for easy cleaning.
- ✓ A complete line of both single and dual burner models.
- ✓ Glass lined (porcelain) heating units.
- ✓ Sold and serviced nationally thru leading Distributors.



Patent No. 2,241,025

Write for catalog  
**COLE HOT BLAST MANUFACTURING CO.**  
3817-35 South Racine Avenue • Chicago 9, Illinois

### YOUR PERSONAL NEEDS . . .

. . . for information about the hardware business are met every month in the year in the pages of **SOUTHERN HARDWARE**.

For more than 34 years **SOUTHERN HARDWARE** has been a guide and friend to hardware men "down South". The magazine has been built on a program of service to readers that covers:

Window Display, Counter Display, Store Modernization, Customer Relations, Sales Promotion and Advertising, Inventory Control, Employee Relations, Service Departments, Credit Control, Accounting Procedures, Association Activities.

Plus, local news about friendly people and their activities in the Southern hardware trade . . . a feature that no other magazine has developed so fully. Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

If you are not already a subscriber, send in your \$1.00 today for a yearly subscription or \$2.00 for three years.

**SOUTHERN HARDWARE**

806 Peachtree St., N.E.

Atlanta 5, Georgia



## TROJAN SAW BLADES

ALL TYPES

Jig, Coping, Jewelers', Fret, Scroll, Hack, Machine

World-famous Trojan Saw Blades. Over 130 different types for every hand and power sawing operation. Unequalled in quality. Teeth are individually filed and precision set. Blades are hardened and oil tempered for a long, sharp life.

Manufacturers of World-Famous Parker Line Tools

**PARKER MFG. CO.**

Worcester, Mass.



Insist on  
TROJAN by name



HIGH QUALITY  
Single Strength  
Double Strength

...Because it's longer, more  
patiently annealed...it's

the easy-to-cut **WINDOW GLASS**

LIBBEY-OWENS-FORD GLASS COMPANY, TOLEDO, OHIO



Contains Mutton Tallow  
Stop V-Belt Squeaking, Slipping



**Shepa's**  
PURE  
NEATSFOOT OIL  
SOFTENS AND PRESERVES  
LEATHER  
NEATSLENE CO.  
MADE IN U.S.A.

**Shepa's**  
LIQUID BELT DRESSING  
CONTAINS  
LATEX

**Shepa's**  
Cutting  
Oil  
Sulphurized and Prime Lard  
Homogenized

**Shepa's**  
Canva-  
Lastic  
Waterproofing for canvas  
awnings, tents, tarps.

Mfgd. by Shepard Laboratories  
Formerly the Neatslene Co.  
Omaha 2, Nebr., Roy W. (Shep) Shepard

Dist'd by whites, brow-  
n, mill supply, drug and  
saddlery houses.



## OLD NEWT' SEZ...

Ye know, in my time I've seen a lot o' them store fellers—mighty smart, most of 'em are. Know what to buy, what the man wants when he comes in—takes a heap o' knowin' thet does.

Reckon thet's why so many o' them store fellers is buying heavy on them NEW GHOST fishin' lines made by Newton.

Now, if'n I had me a store, I 'spect I'd buy them lines heavy too—tell ye why—

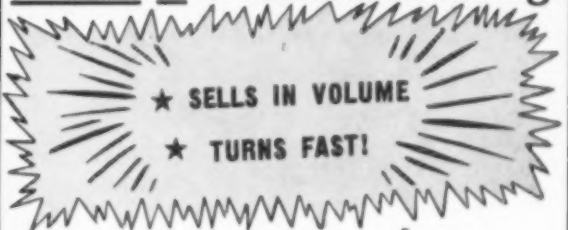
Take thet new GHOST thet Floats—thet's thet NEW Fly Line. Well, first, it's all Nylon, then its Super-X finish'd with thet new Electronic Control thet Newton perfected. Say, now, thet gives the already waterproof Nylon an extra super waterproof finish. An' when ye put both together, ye got a line the water can't even get into—its got to float, 'n float, 'n float some more. If'n ye want t'know more 'bout it, send fer the full dope—Box 222 Newton Line Co., Homer, New York.

Well, like I sed, I'd buy 'em if'n I had a store—'cause Sonny, I know I'd sell 'em. And thet's what sounds so nice on the cash register. Oh thet's pretty music!

Ye see, word's got around how good those lines are 'n my fishin' pals are a buyin' 'em.

'N if'n yer smart as I think ye be, ye'll jest naturally order a good supply o' them popular sizes from your Jobber Salesman.

## NEW! WONDER LIQUID FIRE STARTER Cashes in on Outdoor Cooking!



New liquid fire-charger starts charcoal fires instantly . . . safely. Needs no paper, no kindling. Gets fire burning evenly with safe, spreading action.

Clean, clear RAPID FIRE leaves no soot . . . has no taste, no odor. Cannot effect food taste.

Attractively packaged in red and black lithographed pint-size cans with safety squirt-spout. Retail at 49c. Attention - getting display card included in each case.

Contact jobber or phone, wire, write RAPID FIRE, Quaker Supreme Chemical Corp., Montgomery, Ala.



➔ TO SALES REPRESENTATIVES: Several important market areas still open for representation.



## LAWN RAZOR

EVERY HOME  
OWNER IS  
A CUSTOMER

This new type grass cutter and trimmer uses any new or used, double-edge razor blades. Light and easy to use; cuts close to ground; folds up for easy storage and is equipped with safety guard.

Six individually packed Lawn Razors come in a colorful display carton that does a complete selling job. Free descriptive folders available.

Don't miss these profits, get complete details and order your supply of Lawn Razors from your jobber today.

A FREE HATHAWAY SHIRT to Mr. I. B. Price Sr., Price Hardware Co., Atlanta, Texas. Send us your shirt size. Also, free shirt to your jobber salesman who sells North Wayne Tools. Please send his name, company and address.

**NORTH WAYNE TOOL CO.**  
Oakland 2, Maine

with the average fly line, this new reel weighs less than 4 oz., is 3 3/8" in diameter, and is 1 1/8" wide.

The reel is taken apart for cleaning; the shaft snaps out and spool comes free. Die-cast aluminum scoop will fit all types of fly rods. Reel can be used by right- or left-handed casters. It is packed in a red and gold gift-type box and available for immediate delivery.

**The Weber Lifelike Fly Co.**  
Stevens Point, Wisconsin

### Little Brown Jug

The new Viking Little Brown Jug has an all stainless steel body and according to the manufacturers is designed for use under difficult climatic conditions.

The jug is of 5-quart capacity, has

## CLASSIFIED

MANUFACTURERS REPRESENTATIVES for exclusive new charcoal igniter. Unlimited opportunity to cash in on great outdoor cooking market. Odorless, colorless liquid. Starts fires instantly. Safe; does not flare up. Cannot effect food taste. Colorfully packaged in pint-size can. Popularly priced. Wire, write, or phone Perry Mendel, Sales Manager, Quaker Supreme Chemical Co., Montgomery, Ala.



triple insulation and is thermetically sealed. The white porcelain enamel-on-steel interior is acid-resisting and easy to clean. The patented "Temp-seal" stopper allows free pouring at faucet without temperature loss, the manufacturers add, and the jug is accompanied by certified temperature charts so that user can predetermine exact temperature of contents up to 12 hours or longer.

**Hemp and Co., Inc.**  
Macomb, Illinois

### Increase in Factory Sales of Washers

FACTORY sales of standard-size household washers in 1953 showed an advance of 9 percent over 1952, totalling 3,460,396 units, compared to 3,174,588, according to the American Home Laundry Manufacturers' Association.

Dryer sales were 696,468 units as against 614,677, a gain of 13.3

**BETTIS**  
*Everlite*  
PLASTIC PIPE

Made entirely of virgin polyethylene, corrosion free for longer life. Light in weight and flexible for easy installation.

Immediate delivery from  
Houston or Atlanta shipping  
points

Ask your jobber or write:  
**BETTIS CORPORATION**  
320 South 44th St. P. O. Drawer 9345  
Houston 11, Texas

percent. Ironers aggregated 154,466 units, a decrease of 23.6 percent from 202,143 in the preceding year.

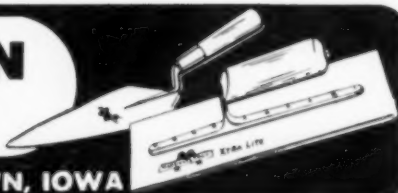
The total of home laundry appliances sold in the year was 4,311,330, an advance of 8 percent over 3,991,408 in 1952.

Washers sold in December totalled 191,570 units, down 20 percent from 238,153 in the preceding month, and 39.2 percent below 315,295 in December, 1952. December dryer sales were 82,730, an increase of 5.8 percent over 78,167 in the month before and up 17 percent over 70,584 in December a year before. Ironer sales in December were 6,908 units, down 31.6 percent from 10,105 in the preceding month and off 58.8 percent from 16,798 in the comparison month a year before.



**MARSHALLTOWN  
TROWELS**

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA





# *Southern* FARM EQUIPMENT

MARCH, 1954

Section of SOUTHERN HARDWARE

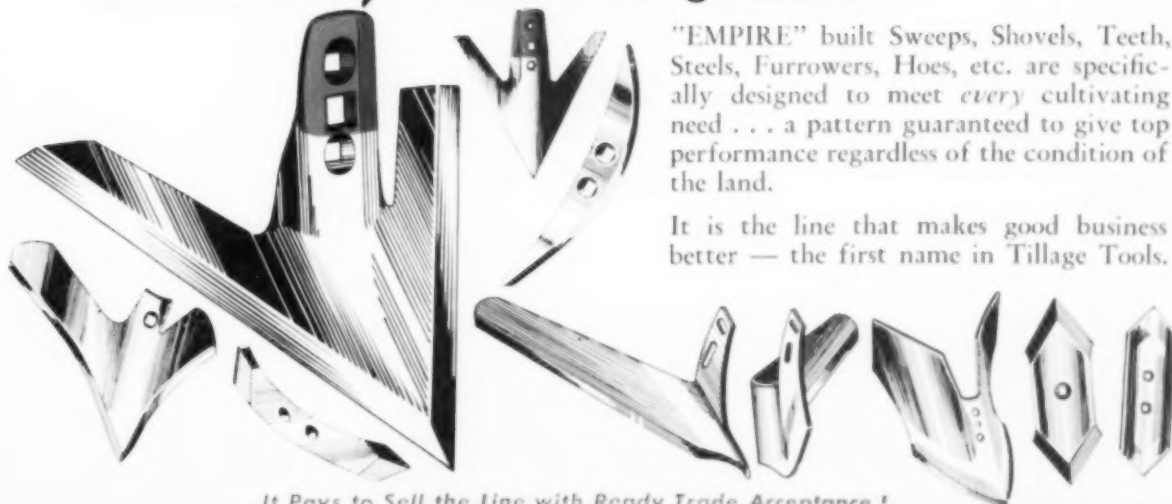
806 Peachtree St., N.E.  
Atlanta 5, Ga.



**SOIL LOAMY? OR SANDY? OR ROCKY?**

## "EMPIRE"

*Built* Tillage Tools are Custom Made  
to Fit *Any* Cultivating Need!



"EMPIRE" built Sweeps, Shovels, Teeth, Steels, Furrowers, Hoes, etc. are specifically designed to meet *every* cultivating need . . . a pattern guaranteed to give top performance regardless of the condition of the land.

It is the line that makes good business better — the first name in Tillage Tools.

*It Pays to Sell the Line with Ready Trade Acceptance!*

**HEAT TREATED  
FOR TOUGHNESS  
TEMPERED  
FOR PERFORMANCE**

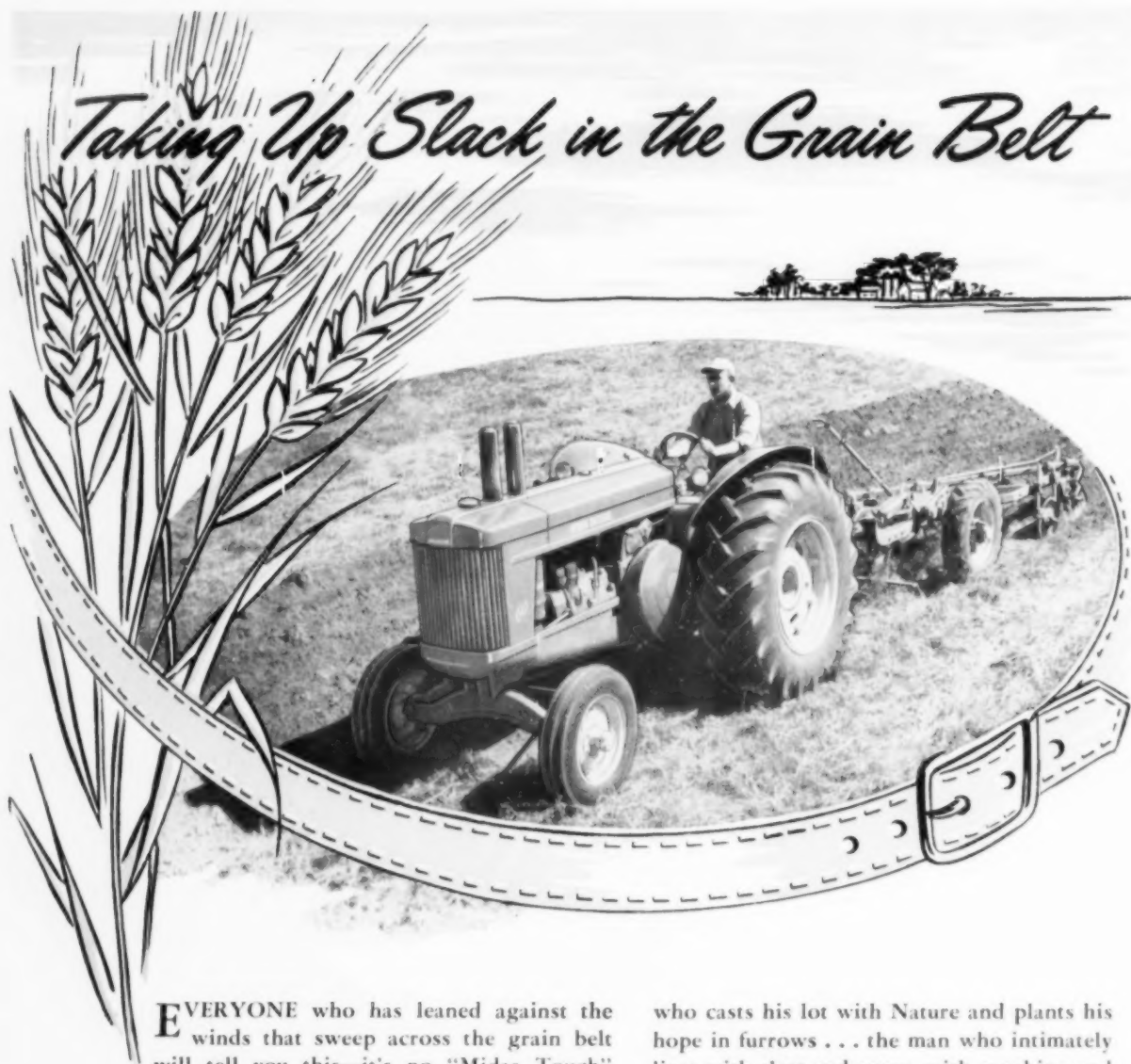
**THE EMPIRE PLOW COMPANY**

*"Specialists in Tillage Tools Since 1840"*

CLEVELAND 27, OHIO

1840

1954



EVERYONE who has leaned against the winds that sweep across the grain belt will tell you this—it's no "Midas Touch" which, deep in August, turns those plains to gold.

They'll tell you that. And they'll tell you, too, that this good Earth of ours, for all her generous heart, must still be courted, coaxed, and wooed before she'll yield her precious treasures . . . and that those boundless fields of grain are the result of downright hard work, the work of weeks pressed into days, of days pressed into hours, of hours pressed into minutes.

And they'll tell you of the man who does that work . . . the tanned and weathered man

who casts his lot with Nature and plants his hope in furrows . . . the man who intimately lives with sleet and snow, with sunshine and with rain . . . the man endowed with that unpretentious title of "the grain farmer."

They'll tell you that *his* is the touch—and a kind of "magic" touch, at that—which draws the golden grain from those broad fields.

And they'll tell you how he's welcomed modern farm machinery . . . machinery designed and built to help him husband and conserve his greatest assets—his time, his labor, and his capital . . . machinery designed and built for the wholesome purpose of "taking up slack in the grain belt."

**JOHN DEERE • Moline, Illinois**



By B. Miller

# Never a Loss on Trade - Ins!

**"BUY USED** machines at the right price, and trade-ins can be a most profitable part of the farm equipment business," according to F. M. King, co-partner in the M. S. Chancellor Co., Fredericksburg, Virginia.

King speaks from experience. Sales of trade-ins account for \$75,000 of the company's total annual volume of \$246,000.

"If the dealer will consider what the trade-in will sell for when in good condition, then make an allowance low enough to permit extensive reconditioning, a profitable resale usually will follow," said King, emphasizing that his company never takes a loss on trade-ins.

By keeping a complete record of the labor and parts which have been required in reconditioning a trade-in, the shop can show the prospective customer in detail how thoroughly a used machine has been reconditioned. This usually assures the customer that the used equipment is well worth the asking price.

The company does not place a limit on its investment in labor or parts necessary to put a piece of used equipment into excellent condition. King pointed to a used tractor which "looked like a wreck" when it was bought for \$180. Reconditioning the unit cost the company an additional \$575, but the unit was re-sold for \$950.

"After reconditioning trade-ins we advertise them consistently in the 'Want Ad' section of the local newspaper," explained King. "This is supplemented with a full-page

**This Virginia dealer says: "Buy at the right price, recondition 'em thoroughly, then advertise—and you can't go wrong!"**

ad in the local paper's weekly farm page. After a machine has been re-painted, we display it on the street so that passing farmers will stop to inquire about it. We put a sign on it: 'Special—This Week Only,' with the price strikingly displayed. And then we study our list of farm machinery customers for any prospects for the particular machine."

The company has maintained a rotating card file during the last  
(Continued on page 124)

**Right: company mechanic reconditions drive shaft assembly of old tractor. Company reconditions thoroughly all trade-ins, gives six month guarantee and sells used equipment at a profit**



F. M. King, co-partner in the company, right, discusses sale of a trade-in to prospective customer. Company's records indicated that this customer might be interested in this particular item of equipment



Parts displayed in shadow boxes behind counter represent those needed for a particular repair job. Careful promotion of parts has led to increased business for the parts department as well as company's service shop

By S. W. Ellis

## Win 'Em with Displays

**A** SYSTEMATIC plan for displaying parts and promoting service work has paid off handsomely for the Hazen Implement Co., farm equipment dealers located in the Arkansas city of the same name. In fact, six months after Manager Eagle Boyd put his ideas into operation, parts department sales showed a 34 percent increase, and the service shop

**Carefully-planned seasonal displays boost sales 34 percent in the parts department and bring added business to this company's service shop**

could point to 150 new customers who come in regularly.

In early 1953, a new building was completed making it possible for Boyd to put many of his ideas into effect. Even in the first week it became apparent that the move from a back street to a main highway location would be beneficial. The business was more accessible to farmers with the result that displays and promotional ideas would be noticed by substantially more prospects.

When Boyd was making plans

for the new building, he never lost sight of ways to keep the customer constantly reminded of service work. It was his conviction that the parts department must be made more attractive, that the department must stimulate the customer's interest in parts, and in really keeping his equipment in satisfactory condition. Further, it was Boyd's belief that the parts department should be so impressive that the customer, when thinking of service and parts, would automatically come to the company.



Parts Manager Ross Murray points to display of parts for use in machinery currently being used. Displays are changed seasonally

Describing operational features of a new tractor, Manager Eagle Boyd, left, emphasizes the ready availability of virtually all parts







## Whether it's Cotton or Rice...

**Shult Implement Company, El Campo, Texas**

- **BUILDS** Customer and Community Relations by Radio
- **BUILDS** Store Traffic with Well-Managed Sales, Service Program
- **BUILDS** Customer Confidence in IH Products

Hundreds of farm families in Shult Implement Company's productive cotton and rice trade territory get timely, helpful farm news and information on the noontime Farm and Home Review broadcast on Station KULP, El Campo. This five-times-

a-week, 15 minute program is presented as a public service, courtesy Shult Implement. Here Station Manager Robert H. Hathaway, left, and Milton Shult, manager of dealership, work out a schedule of IH farm equipment commercials.

Like so many successful IH dealerships from coast to coast, Shult Implement Co. believes that dealers who serve agriculture *best* are the ones who profit *most*. At Shult's, service to agriculture takes many forms—all coordinated under sound, able management. One day it may be helping cotton farmer Joe Smith select the *exact* McCormick® middle-buster he needs; the next—checking the operation of the Farmall Cub® tractor and cultivator loaned to the local high school vo-ag class. With service like this, backed by the broad IH line, IH dealers everywhere are in an enviable position to enjoy the rewards of helping to develop a stronger, more progressive agriculture in their communities.



"Our customers depend on us for recommendations on the right power and equipment for growing rice and cotton," says Milton Shult, right. "That's right," agrees Tom D. Henderson, center, El Campo businessman and rice grower, who has just purchased this popular McCormick Rice Field Special tractor. H. E. Otell, left, is assistant manager of dealership. McCormick Rice Field Special combines and International® TD-9 and TD-14 crawlers are other big sellers in Shult's rice territory.



# INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Crawler Tractors and Power Units... Refrigerators and Freezers—General Office, Chicago 1, Illinois



Company's new building has ample display, storage, and parking space for customers. Structure contains many of the best features of other dealer buildings which Manager Boyd visited

"We try to have new parts visible to the customer at all times," Boyd said. "Because it is not practical to use the shop for this, we set up typical repair kits, made up of parts commonly used for the job. The recessed panels that are located behind our long parts counter do more than merely serve as display fixtures for parts. Each panel represents a certain repair job. As far as possible, we make the parts displays seasonal. Thus, when the hay baler is used frequently, we play up repairs not only during seasonal use, but well in advance. Our idea, of course, is to have machinery repairs made before the equipment will be needed."

Boyd feels that the farmer, perhaps more than any other customer, wants to see what he is to get — even when it is repair work. When shown the repair parts that will be used for his job, assembled and displayed attractively in the wall display fixtures, he is more willing to have the work done.

When planning the new building, Boyd made every effort to provide those conveniences and equipment which would increase the efficiency of mechanics as well as add to their comfort and safety. A real asset — one not often found even in the newest buildings — is a 2,600 square foot storage area located over the parts department and used for storing tractors, implements, tires and other heavy goods. This area is equipped with an electric hoist

capable of moving easily even the heaviest goods.

"The hoist prevents breakage and accidents," Boyd said. "Since we have been using it we have not had an accident."

To incorporate the best features of other buildings into his new store, Boyd travelled extensively, visiting other dealers in an effort to take advantage of the experiences of others. As a result, the new building which measures 80 x 120 feet makes use of what other dealers have found unusually good and incorporates as well many of Boyd's original ideas.

The floor of the display section has proved so satisfactory that it merits special mention. The cement is colored green, finished with green wax to bring out the color. Although this floor has heavy traffic the wax finish shows little sign of wear after six months' hard use. With glass on three sides,

the display area has plenty of natural light.

Three of the offices have been air-conditioned, and proved so comfortable during an unusually hot summer that Boyd plans to air-condition other parts of the building.

To add to the comfort of employees and customers, there are drinking fountains, handsome rest rooms for men and women, and ample parking space.

Although the front is as modern and attractive as any dealership in the area, it is the dependable service offered that wins customer confidence. When machinery is delivered to a customer a skilled mechanic accompanies it — and stays with the farmer until he can operate the equipment smoothly. On occasion, a mechanic has spent an entire day with the farmer who has bought a new rice com-

*(Continued on page 128)*



When new facilities were constructed, provisions were made for separate paint shop, right. Safety factor justifies the maintenance of separate facilities for this work



# ROTO- GARDEN TOOLS HOE

means **MORE** and  
**EASIER SALES** for **YOU**  
and  
**BETTER SATISFIED CUSTOMERS**

ROTO-HOE is the acknowledged leader in producing a power garden tool within reach of the average home owner's budget. Back in 1936 ROTO-HOE was first to build a small "tiller-on-front, wheels-on-rear" machine; since then the tremendous satisfaction of ROTO-HOE owners all over U. S. has spread the news like wild fire. The result has been constantly increasing sales.

ROTO-HOE dealers tell us they have never sold a machine where they have received so much good will and so few complaints.

The REASON? ROTO-HOE is built right, sold right, serviced right, and priced so 'most anyone can afford it. A tremendous advertising campaign has been running steadily for the past 6 years so that much selling is already done for you.

## 10 BIG REASONS WHY YOU SHOULD SELL ROTO-HOE

1. ROTO-HOE originated front mounted tiller; often copied but never equalled. Challenges all popularly priced garden tillers for handling ease and performance.
2. ROTO-HOE leads in national advertising. Ads in over 50 magazines help sell your customers.
3. ROTO-HOE, we believe, is built in greater volume than any other tiller type of power equipment. Vast numbers of satisfied customers help you sell.
4. ROTO-HOE's national advertising packs a terrific punch nationwide.
5. ROTO-HOE's Integral Design lets all attachments operate from one basic power unit. Result: users can save hundreds of dollars by buying ROTO-HOE and attachments.
6. ROTO-HOE offers 10 interchangeable attachments to mow, trim, and edge lawns, spray, clear snow, saw wood, operate compressor pump and generator. All are FIELD-TESTED, PROVEN and AVAILABLE RIGHT NOW. No broken promise on future deliveries and consequent embarrassment for you as a dealer.
7. ROTO-HOE offers one of the finest Sales Policies in the industry. We build and sell only our own brand name products; sell through good servicing dealers only.
8. ROTO-HOE's leadership is natural since all our products are built by modern production methods in a modern plant under ideal working conditions.
9. ROTO-HOE's service is unequalled. Warranty, claims and adjustments are made promptly and fairly. New separate parts building gives 24-hour service.
10. ROTO-HOE leadership will be maintained by well-planned development program for the lawn and garden industry. We invite you to investigate.

## NOTE HOW THESE PRICES WILL APPEAL TO YOUR CUSTOMERS

Roto-Hoe offers prices that really appeal to customers! You can easily build Big Volume with ROTO-HOE and attachments at these low retail prices:

ROTO-HOE complete with 2 h.p. Lauson motor, ready to go to work . . . only \$134.

ROTO-CUTTER, rotary lawn mower attachments in three widths, 20" at \$34.50; 16", \$27.50; and 12", \$24.

ROTO-ZEPHYR SPRAYER, 5 gallon power sprayer with base and adjustable. Attachment only \$77.

ROTO-BUZZ SAW, 16" cordwood saw will cut hardest wood easily. Attachment \$42.50.

SAFE-SPEED EDGER. Trims and edges lawns, walks, gardens; will also till small plots. Attaches for only \$34.50.

All attachments are quickly and easily interchangeable.

**WRITE TODAY** for full details as to how you can become a ROTO-HOE dealer in your territory.

**ROTO-HOE & SPRAYER CO., Box 65, Newbury, Ohio**



High capacity at a truly moderate cost . . . to make the baler sale "that couldn't be made!"

**H**ERE AT LAST is real performance for the farmer who wants a p.t.o. baler—big capacity (up to 7 tons an hour), square, easy-feeding bales, dependable operation . . . from minimum power!

This new p.t.o. model operates with a 2-plow tractor—has all the proven features of the engine-powered "66". A new live-action clutch lets the farmer shift tractor gears quickly to handle different size windrows . . . gives far better performance than ordinary p.t.o. machines.

Now New Holland dealers are in a position to close the sale with any baler prospect. For the big farmer and custom operator, there's the new "Super 77" twine-tie. For the man who wants his bales wire-tied, the Mighty "80." For the family-size farm with extra hay, the engine-powered "66". For the small farmer who wants a baler and will buy a p.t.o. model, New Holland offers the new "66" P.T.O. twine-tie.

The New Holland Machine Company, New Holland, Pa. A subsidiary of The Sperry Corporation.


# NEW HOLLAND



*"First in Grassland Farming"*

New Holland, Pa. • Minneapolis • Des Moines • Kansas City • Columbus • Charlotte • Lockport, Ill. • Brantford, Ontario





NEW HOLLAND 66 P.T.O. ROUNDS OUT FAMOUS  
BALER LINE—GIVES NEW HOLLAND DEALERS

## **Complete coverage of the entire baler market!**



It's easy to tell farmers about the advantages of a square, neatly sliced New Holland bale for easy handling, easy storing, fast, economical feeding.



Never before a p.t.o. baler so easy to handle and operate. Baling action is smoother and surer than many engine-powered balers.



Famous engine-powered "66"—proven successful by many thousands of owners its first season in the field. Operates with a one-plow tractor. Takes all varieties of hay, green or cured.

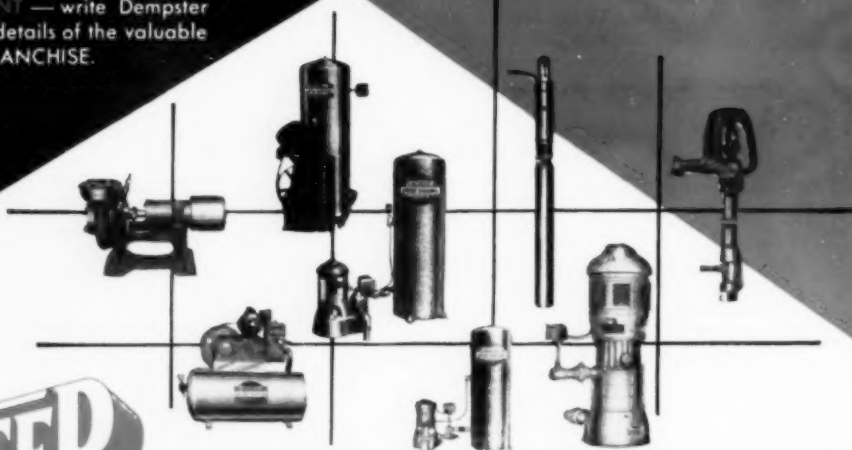
another reason why  
you make more profit selling  
**DEMPSTER WATER SYSTEMS**

**...COMPLETE!**

It's always more profitable to sell Dempster—"America's Complete Line of Water Systems." You never need send a customer away, whatever his water supply problem may be—there's a Dempster pump to answer it. You need not train sales and service personnel on two or three different lines because Dempster pumps cover the field. You carry a lower inventory of parts because many Dempster parts are interchangeable and delivery is prompt from 8 Dempster branches. All this adds to more profitable operation.

EVERY DEMPSTER WATER SYSTEM has the highest efficiency, most rugged construction and newest design that Dempster's 75 years of water supply equipment engineering and manufacturing can put into it. From the simple, sturdy Dempster windmill to the latest in deep-well submersibles and multi-stage jets—Dempster has a better pump for every purpose.

FOR A MORE PROFITABLE WATER SYSTEM DEPARTMENT—write Dempster today and get the full details of the valuable DEMPSTER DEALER FRANCHISE.



**DEMPSTER**  
WATER SUPPLY EQUIPMENT

**DEMPSTER MILL MFG. CO.**  
BEATRICE, NEBRASKA

Branch warehouses and offices in Omaha, Nebr.; Kansas City, Mo.; Des Moines, Ia.;  
Sioux Falls, S. D.; Denver, Colo.; Oklahoma City, Okla.; Amarillo, Tex.;  
San Antonio, Tex.



Family size power take-off baler, left, was designed specially for farmers growing small acreages of hay who want a machine of higher capacity. The Model 66 is capable of making up to six bales a minute or seven tons an hour

## Two New Balers Introduced by New Holland Machine Co.

TWO NEW BALERS, the P.T.O. Model 66 and the Super 77, have been introduced by New Holland Machine Co., New Holland, Pennsylvania.

Designed particularly for family-size farms, the Model 66 is described by company engineers as the "fastest power-take-off baler ever built." One of the most important features of the new baler is the over-running clutch, said to make power take-off baling practical.

With it, farmers can now shift gears, up or down, to meet changing windrow conditions. Bigger windrows can be handled without choking or stalling. The baler has a slip clutch to protect it and the tractor even under fast full-power starts and heavy loads. The power-take-off unit has a built-in safety shield and has an easy-hitch adjustable drawbar for convenience.

All features of the Model 66 are kept on the power take-off baler. Pre-compression baling gives it a capacity of up to six bales a minute — seven tons an

hour — with any two-pow tractor.

The Model 66 P.T.O. features as standard equipment adjustable bale length control and roll-away bale chute. Knotters are the same as on the Model 66 and Model 77 New Holland balers.

The new Super 77 has 20 percent greater capacity, baling up to 12 tons of hay per hour or a bale every eight seconds. The Super 77 is built particularly for farmers and ranchers with medium and large hay acreages, and for cus-

tom operators. It will bale crops green, semi-cured or dry. The baler now has a 24 h.p. air-cooled engine for added power. Greater efficiency also is gained from a re-designed wadboard equipped with bushings. More positive feed results from increased clearance between the wadboard and plunger and the new closed wadboard bottom.

Double V-shaped slicing knives improve shearing action to provide cleaner slices of hay while using a minimum of power. A new plunger latch control is said to simplify tying under compression, and the bale chamber of the new machine has been reinforced to assure uniform bales and higher tying efficiency.

A special feature of the Super 77, the adjustable metering wheel to make wheels 30, 36 or 42 inches long is now standard equipment. The machine weighs 4525 pounds and is 21 feet, 2 inches long. Its overall width is 8 feet, 6 inches, wheel tread width 75 inches, and pick-up width 57½ inches. Feed hole size is 16 inches by 24¾ inches.

Standard equipment on the Super 77 includes a heavy-duty jack, bale counter, grease gun and tool box.



Super 77 can twine tie a bale every eight seconds and bale up to 12 tons of hay per hour. Baler has a 24 hp air-cooled engine for added power. It will bale crops green, semi-cured or dry

Senator Alton A. Lennon (second from right) is shown with leaders of the Carolinas Farm Equipment Dealers after he addressed the annual convention of that organization at Charlotte, N. C. Left to right are A. A. Chappell of Wilson, N. C., re-elected secretary-treasurer; F. K. Biggs of Lumberton, N. C., the new president; Senator Lennon; and J. Rufus Marks of Whiteville, N. C., retiring president



## Carolinas Convention

CONDUCTED ON the theme of "It's Your Business," the 19th annual convention of the Carolinas Farm Equipment Dealers climaxed three days of activities with election of officers, the annual banquet and an address by Senator Alton A. Lennon of Wilmington. The convention was held February 7-9 in Charlotte, N. C.

F. K. Biggs of Lumberton, N. C., was elected president, succeeding J. R. Marks of Whiteville, N. C. Also elected were M. G. Sandifer of Chester, S. C., first vice-president, and John Tulloss of Rocky Mount, N. C., second vice-president. A. A. Chappell of Wilson, N. C., was re-elected secretary-treasurer.

New directors elected are: Guy Hobbs, Edenton, N. C.; Cedric Edgerton, Goldsboro, N. C.; Calvin Warren, Garland, N. C.; Paris Yelton, Shelby, N. C.; Ralph Oxford, Burlington, N. C.; V. T. Garrison, Morganton, N. C.; E. P. T. Dozier, Mullins, S. C.; George S. Weathers, Bowman, S. C.; S. S. Coleman, Columbia, S. C.; and W. C. Beaty, Seneca, S. C.

In his address Senator Lennon said, "I favor supports at 90 percent of parity. Both parties are committed to it. President Eisenhower, in fact, guaranteed 100 percent of parity in his 1951 speeches. Congress will continue to maintain 90 percent of parity supports. We have allowed great

business write-offs. We spend billions in foreign economic aid. What's wrong with helping our own folks at home?"

The delegates then heard Mrs. Mae R. Means, dealer who operates the Hillsboro Farmers Exchange, Hillsboro, Ohio, speak on "It's Your Business—You and the Public" and Merrill D. Graham, public relations consultant, Concord, Mich., on "It's Your Business—Manage It."

Other speakers Tuesday were Paul M. Mulliken, executive director of NRFEA, on "It's Your Business" and Bon D. Grussing, manager of advertising, sales promotion and public relations, Minneapolis-Moline Co., Minneapolis, Minn., on "It's Your Business to Sell."

The principal address of the opening day session, "Your Business—Is Our Business, Too," was delivered by P. V. Moulder, executive vice-president, International Harvester Co., Chicago, who predicted a "fair-to-middlin'" year for farmers.

He acknowledged that severe unemployment and greatly increased costs have occurred in his company because of curtailed production and said these conditions had arisen because dealers are not adequately serving the farm equipment supplier "in the interests of that business and the economy of this country."

"Dealer inventories are not excessive," he said, "and any sudden surge for goods would create another serious shortage quickly. We expect you to help us keep our plants going at a reasonable rate and in the process better serve your own present and future success and security."

Moulder rounded up this 1954 farm prospectus:

1. Farm income should hold at the 1953 level.
2. Cattle prices are expected to stabilize.
3. Hog prices should continue good.
4. Wool prices may hold steady.
5. Egg and poultry prices may be a little lower but there will be more to sell.
6. Fruits and vegetables will remain stable.
7. Dairy products will depend upon what is done about supports on April 1.
8. Major grains, wheat and corn, are supported at 90 percent of parity, as is true of cotton, tobacco, peanuts and rice. There is 85 percent loan rate on barley, rye and grain sorghums.

"In the final analysis, farmers will not be hurt seriously," Moulder declared. "They are now and for years to come will be the best credit risk available to merchants."

He said farmers as a group have  
(Continued on page 136)





## A MIGHTY MAN WAS HE...

*"Under a spreading chestnut tree  
The village smithy stands;  
The smith, a mighty man is he,  
With large and sinewy hands;  
And the muscles of his brawny arms  
Are strong as iron bands."*

HENRY WADSWORTH LONGFELLOW

A mighty man was he—mighty important to his community and to Federated Mutual, with whom so many of his proud craft were insured.

Federated's claim No. 1 in the year 1904 was for \$50.95 (an amount of no mean proportion in those days). It was paid to a blacksmith in Hanska, Minnesota.

From a modest beginning Federated Mutual has continued to serve the insurance needs of the businesses evolving from those early days—the farm equipment dealer, the hardware dealer, and the auto dealer. Federated has grown with them to become one of this nation's largest mutual fire and casualty insurance companies.

Obviously, Federated could not have grown steadily over half a century to a position of leadership in its field without delivering sound value by competitive standards.

Today, hundreds of thousands of policyholders throughout this country and Canada are enjoying savings of up to 30%—Saving with Safety with Federated Mutual, just as did the "village smithy" of Hanska, Minnesota, in the year 1904.

IT'S GOOD BUSINESS TO  
SUPPORT YOUR ASSOCIATION

Insurance at a Savings for BUSINESS • HOME • CAR

# Federated Mutual



IMPLEMENT and HARDWARE INSURANCE COMPANY • OWATONNA, MINN.



New president of the Mid-South Farm Equipment Association is M. H. Maddox (right) of Jackson, Tenn., who was elevated from the first vice-presidency to succeed Harry R. Wieman (left) of Stuttgart, Ark. New first vice-president is Bob Lee Smith (seated, center) of Blytheville, Ark. Second vice-president is George K. Wade (standing at left), while Oscar Beaver (standing, right) of Knoxville, Tenn., is among the new directors elected at the 12th annual meeting of the association in Memphis, Tenn., Jan. 21-22

## Mid - South Meeting

**M**ID-SOUTH FARM equipment dealers, many of them none too happy after a year of drouth, dwindling farm income and fierce price competition, held their 12th annual convention in Memphis, Tenn., Jan. 21-22.

After listening to optimistic speakers for two days, renewing old friendships and forgetting their cares, the 500 members of the Mid-South Farm Equipment Association returned home with hopes buoyed, ready to tackle the new year's challenge.

They were reminded by convention speakers that 1953 was the third best year in history for farmers with total farm income near 30 billion dollars; that dwindling farm population and increasing urban population will put more emphasis on farm mechanization than before; that the farm equipment market is still sound, and that the dealer who goes after the business is going to get it.

The convention elevated M. H. Maddox, Jackson, Tenn., from the first vice-presidency to succeed Harry R. Wieman, Stuttgart, Ark.,

as president.

Other officers elected for 1954 are Bob Lee Smith of Blytheville, Ark., first vice-president, and George K. Wade of Greenwood, Miss., second vice-president. Earl E. Kirk of Paragould, Ark., continues as the Mid-South representative on the board of the National Retail Farm Equipment Association.

New directors elected for three-year terms are Oscar Beaver of Knoxville, Tenn.; Walter May Jr. of Memphis, and J. T. Rogers of North Little Rock, Ark.

Holdover directors are Wallace Cox of Memphis, Fred James of Greenwood, Miss., W. E. Love of Morrilton, Ark., E. B. Bohannon of Athens, Tenn., and J. A. Mitchell of West Point, Miss.

The convention theme was "It's Your Business," and speakers stressed that only through sound management, better credit practices and harder work will dealers keep their business profitable.

"Farm equipment dealers will rise or fall in direct relation to their ability to finance their sales,"

warned A. N. Ekstrand of Peoria, Ill., executive vice-president of the Farm Equipment Acceptance Corp.

"One of the greatest drawbacks to the farm equipment industry is the lack of a universal finance plan for customer buying," Ekstrand declared. He emphasized gains made in Illinois and other states after adoption of a general finance plan for credit buying.

Merrill D. Graham, Concord, Mich., sales consultant, advised the dealers that the farm equipment business has never yet come close to its peak in volume and profit. Stressing the growing need for food and the dwindling farm population, Graham said the answer is more mechanization of the nation's farms.

Harold B. Halter of St. Louis, director of public relations for the National Retail Farm Equipment Association, told dealers they would have a good year in 1954 if they worked at it. Reminding them that 1953 was the farmer's third best year in history, Halter said farm equipment sales are not expected to drop more than 10 percent under 1953 sales, if that much.

"Even though farmers had a lower income on some things and some higher costs, in general they produced so much that their income has not suffered too much."

Bon D. Grussing of Minneapolis, director of advertising and public relations for Minneapolis-Moline Co., predicted that the current slump will hit its lowest level by the end of March. He added that he believes a steady rise will lead to a new peak in prosperity about 1960.

Also putting emphasis on better management was James L. Gattis, agricultural engineer for the University of Arkansas who devotes most of his time to water and soil conservation. Gattis used charts to show dealers how improved practices of water management will affect their implement business by improving the lot of their farm customers.

President Wieman reminded dealers, "This is your business. Keep it that way by buying only what you can sell at a fair profit—not 'distress' goods that you will have to dump on the market later."

Also on the program were George A. Bowie of the public relations department of Firestone Tire & Rubber Co., Akron, Ohio, and Mrs. Ila Huff, director of the Memphis Girls' Club. A dramatic skit by five dealers and the convention banquet were entertainment highlights.



## Are They Really New?

Don't answer "yes" too quickly.

Remember that Ferguson actually *invented* 3-point, sixty-second implement attachment . . . many years ago. And don't forget that Ferguson successfully pioneered a revolutionary system of tractor-mounted implements, with hydraulic draft control.

Today, though many attempts have been made to imitate the features of the famous Ferguson System, Ferguson equipment is *still* the most advanced in the world!

*And no other tractor can offer farmers all the*

*field-tested, time-proved features of the Ferguson!*

Startling and revolutionary new developments from Ferguson's dynamic engineering are going to be introduced. As in the past, they'll be originals, not imitations.

And only Ferguson Dealers will profit from them! How about it? Wouldn't you rather be a *Ferguson Dealer*—and sell *really* new and better farm equipment?

Then wire or write directly to Harry Ferguson, Inc., Racine, Wisconsin. We'll see that you get all the details right away.

▶▶▶▶ YOU'LL SEE MORE AND MORE OF

# Ferguson



# Virginia Convention

**T**HE APPROXIMATELY 350 members of the Virginia Farm Equipment Association attending the annual meeting in Richmond January 31-February 2 were told that "this won't be a boom year, but farmers will have plenty of money in the till and they will spend it on products which are sold the hardest."

This prediction was given by Lloyd E. Partain, farm market director of Country Gentleman Magazine.

His remarks set the tone of the meeting. Most of the other speakers emphasized that equipment dealers will be forced to "sell harder" during 1954.

On another subject — world peace — Dr. Miller A. F. Ritchie, president of Hardwick College, Oneonta, N. Y., said world peace will depend on efforts of "every-day people."

"These people," he declared, "can help their neighbors, put good people into office and give the lie to subversive wolves in sheep's clothing who would divide us."

Officers elected for the ensuing year were: J. Ernest Pittman, Pittman Equipment Co., Wake-

field, president; Charles H. Neff, Tri-County Farmers Supply, Wytheville, vice-president; and George J. Stoneman, Jr., Stoneman Farm Equipment Co., Richmond, secretary-treasurer. The retiring president is J. Kent Martin, Todd Co., Inc., Norfolk.

Partain told the dealers that farmers will spend at least \$21 billion for production purposes in '54, compared with an all-time high of \$22.5 billion in 1951. He then told the dealers that selling farm equipment this year will require effective and hard selling.

## Sounds Warning

Another speaker, E. W. Mundie of Virginia Tech, warned that losses of soil, water and plant food are hurting farmers.

"Farmers," the conservationist said, "must apply good conservation measures and grow the right crops in the right fields to make enough money to buy machinery."

An associate professor of engineering at Virginia Tech, E. T. Swink, said in many cases farms in the South are too small for mechanization. A solution, he added, might be for small farmers

to jointly buy such major equipment items as combines and balers.

## Never a Loss on Trade-Ins!

(Continued from page 111)

10 years which shows at a glance every customer who has bought machinery and had repair work done in the company shop. The cards further indicate the date of purchase, serial number, repairs made, replacements, and parts and accessories purchased. The cards also contain notations regarding customers' interest in future purchases of equipment. This file is consulted when the company seeks among its old customers a prospect for used equipment recently accepted in trade.

"The file serves many purposes and we keep it current and accurate," King said.

"For example, in taking in a piece of machinery, a customer may not recall the exact year it was bought. Or we may recall and confirm by our records that certain repairs were made on it—information often hazy in the farmer's mind.

"There in our file is the whole history of that piece of machinery—its age, and what has been done to it. As we go through our file noting age and condition of other customers' equipment, we pick out names of people likely to be interested in a good replacement. We call them by telephone, drop them a card or stop by to see them when we are in the neighborhood. In addition, our salesmen, who are thoroughly up-to-date on the condition of equipment on every farm in the territory, visit farmers who might be interested in the used equipment, and invite them to come in and take a look at it."

King pointed out, too, that the customer selling the used machinery very often names a neighbor or friend who wants to buy the machinery after it is put back into top-notch condition. And after it is rebuilt, the prospective buyer is notified.

"In the past month we took in two used tractors and two used combines, all of which were sold before they were even traded in," said King.

No demonstrations of used machinery are given. Instead, a six-month guarantee is given as proof that the machine is in working condition. During this period salesmen stop when they are in the

New officers of the Virginia Farm Equipment Association are, left to right, P. Ernest Pittman, president; Charles H. Neff, vice-president; and George J. Stoneman, Jr., secretary-treasurer





**Just like MONEY  
in the bank!**



**Goulds Fig. 3658  
1/2 H.P. Deep Well Pump**

**PACKAGED UNIT** . . . completely assembled pumping unit for pumping levels not deeper than 130 feet. 1/2 H.P., 3500 R.P.M., capacitor motor.

**PUMP-TO-TANK FITTINGS** packed in cartons with pumping unit.

**WELL FITTINGS** for Twin or Single Pipe Systems included — or optional.

**GOULDS QUALITY DESIGN**—top value for your customers means top volume for you!

**It's the pump that**

**... costs less to buy!**

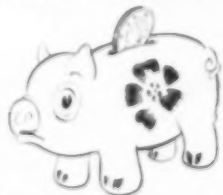
It's a deep well pump with all outstanding features of the famous Goulds Jet-O-Matic. Yet it's priced to meet the big demand for low cost deep well water service in the farm and suburban markets. Compare and see — and you'll agree Goulds Fig. 3658 gives you MORE pump for LESS money!

**... costs less  
to install!**



The "packaged" features of this pump save you up to 45 minutes' labor every time you install one. And the Fig. 3658 operates perfectly with a small 18-gallon tank — you and your customer save the cost and installation of a bigger, bulkier tank!

**... costs less  
to service!**



Look at these service-saving features . . . Automatic pressure control valve adjusts itself when necessary. Restricted type air volume control maintains just the right air cushion in tank. Special screen in jet body catches any foreign material — no more plugged nozzles to eat up your profits by needless service calls.

**GOULDS** **WATER SYSTEMS**  
Since 1848  
**FOR EVERY FARM AND HOME NEED**

**SEE YOUR DISTRIBUTOR  
OR WRITE DEPT. SH-12  
GOULDS PUMPS INC.,  
Seneca Falls, N.Y., U.S.A.**

# Farmers Are Ready for this Completely **NEW IDEA** in

Fits many popular row crop tractors

## **NEW IDEA**

### **No. 20 mounted picker**

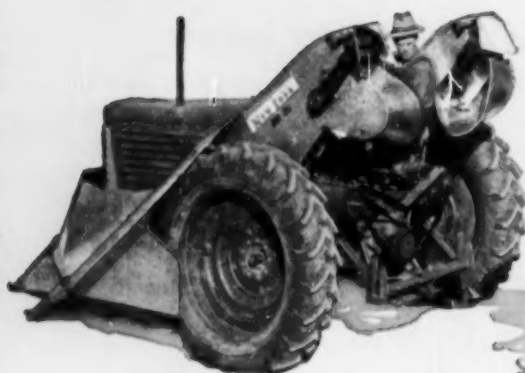
with semi-mounted, trailing type  
**ten-roll husking bed**

#### Quick on and off

It's this simple: with out-of-the-way mounting brackets in place for the picking season, the farmer drives his tractor into the snapping unit, attaches 4 bolts, lifts the snapping unit with hydraulic power, backs up to the husking unit, lowers husking unit and couples the power shaft. No hoists or garage equipment necessary.

#### Works where other pickers fear

to tread. Distribution of weight on six wheels takes burden off tractor . . . makes work possible in softer fields where other pickers can not operate.



Famous NEW IDEA Full Floating gathering points get the tangled and down corn.



#### Inexpensive to switch tractors

With the NEW IDEA No. 20 you can switch the picker to a new or different tractor by an inexpensive change in mounting brackets. This means it's easier to sell new or used . . . and commands higher re-sale value.

## Gives your customers an entirely new idea of mounted picker performance

Your customers will like the capacity and easy handling of the No. 20 Mounted Picker. After quick mounting, the farmer will find he can do a better, cleaner picking job. He'll like the way the No. 20 saves those few shelled kernels and keeps trash out of the wagon. He can do the entire job without leaving the tractor seat . . . controls for raising snapping unit, for spacing snapping rolls, for adjusting elevator ear deflector are within easy reach. And when his crib is full of clean corn, both the snapping unit and the trailing husking bed can be stored easily. Yes, we've really stepped into the future to bring your customers the newest of NEW IDEAS . . . the No. 20 Mounted Picker!

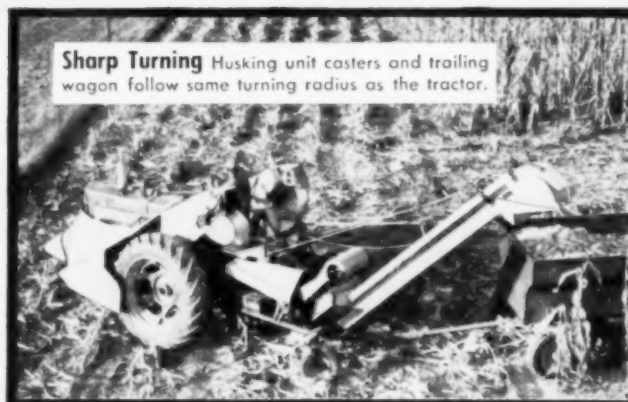


## **NEW IDEA**

FARM EQUIPMENT COMPANY

Division **AVCO**  
Distributing Corporation

COLDWATER, OHIO, U. S. A.



**Sharp Turning** Husking unit casters and trailing wagon follow same turning radius as the tractor.

Winners of most official corn picking



No. 20 Mounted Picker

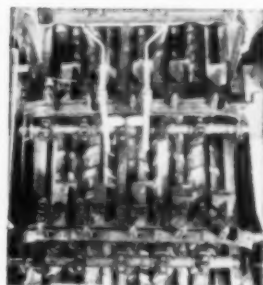


Two-Row Corn Picker



One-Row Corn Picker

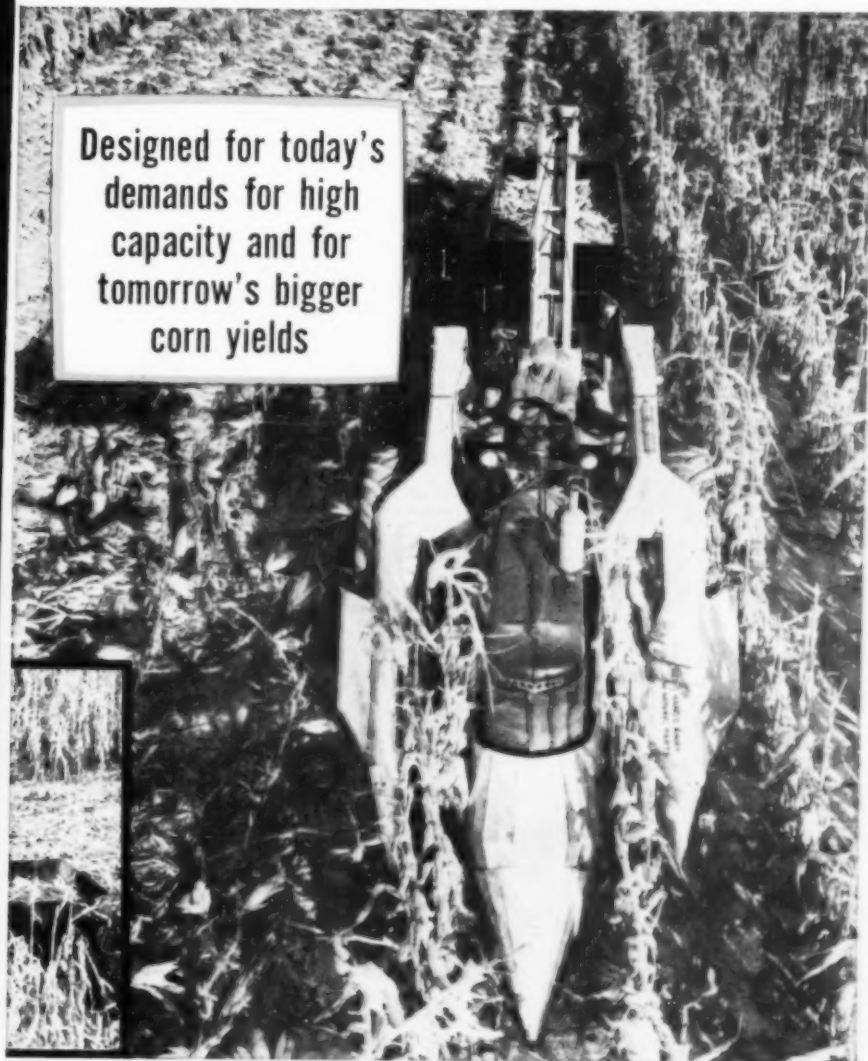
# Mounted Pickers



## Extra large husking bed

... for extra clean corn. Ten husking rolls, each over 40" long, with individual presser wheels, get all the husks. Caster wheels share the weight, make this over-size husking bed possible.

Designed for today's demands for high capacity and for tomorrow's bigger corn yields



contests!



One-Row Corn Snapper

## HAY TOOLS?

Better cash in on NEW IDEA's reputation for making better hay . . .

mowers, rakes and tedders, balers, wagons, elevators . . . they're all well known for highest quality. You can increase your profit with New IDEA's complete line of hay making equipment!

customer's neighborhood to inquire how the tractor, mower or plow is working.

"The all-important thing in a trade-in is price — buying at a low-enough figure to put the unit back into useable and attractive condition," King said. "We do not follow the trade-in manuals, but keep up on what the piece of machinery is selling for around the area. We attend auctions and we listen to the information farmers bring us from sales and auctions. This is our guide in setting a price."

A \$25,000 stock of parts has bolstered sales of trade-ins too, for the customer knows he can depend on M. S. Chancellor's service department to put the machine back into condition if anything goes wrong.

## All-Purpose Seeder Has 10-Foot Hopper

A NEW all-purpose grass, legume and small grain seeder with a 10-foot hopper has been announced by Century Engineering Corp., Cedar Rapids, Iowa. This is similar to the eight-foot model introduced last year.

These seeders are designed to convert a packer or land roller to a seeder-packer or they can be mounted directly on the tractor and a disc, spike tooth or spring tooth harrow or other tool trailed behind to cover the seed.

Both models feature the special "constant pressure chamber" which the manufacturers report insures constant flow of seed at all times. Although these seeders have only one hopper, state the manufacturers, they will sow practically any type of seed from that as small as Red Top or clover to that as large as soybeans, either alone or in any regular mixture.

The seeders like the new fertilizer spreader being introduced by Century this year are power take-off operated. Century also manufactures a line of boom, boomless and hand gun type sprayers.





## They Win 'Em With Displays

(Continued from page 114)

bine or hay baler, making sure that the machinery was used correctly and that it worked efficiently.

Four of the five shop employees are highly-trained mechanics. The one helper never works alone, nor does he remain in the shop without a mechanic to supervise him.

"A good repair shop, well promoted through the parts department, is going to make more money

in the future for the dealer than ever before," Boyd said. "When the customer buys new machinery, we start selling him immediately on our shop. He will need it sooner or later, and we want the repair business."

Ross Murray, parts manager, who also is a fine mechanic keeps in close touch with the service shop so that parts displays can be coordinated with the type of work being promoted in the shop.

"It might sound far-fetched to use the word glamour in regards to parts," Boyd said, "but we couple the two words here. A

farmer who pays \$7,000 for a rice combine actually finds more glamour in the machine than the automobile buyer finds in a high-priced car. So we dress up our parts department — keep it shining, with all the action we can pack into displays whether the parts are shown in display panels, on racks, or on the counter.

"We try to make the farmer realize that the parts we stock for him represent money in his pocket. Saving him an hour of lost time when his machinery breaks down means many dollars to him. We hope, during the next year, to step up that 34 percent increase we have had in parts volume since moving into our new building. We will continue to promote our parts department and shop, for when customers rely on your business for parts and service they also return when they need new equipment."

## Get the **LION'S SHARE** of REPAIR BUSINESS



**HERSCHEL Cutting Parts**  
are available to fit  
**ALL MAKES** of  
mowers and combines

You can increase your sales considerably by displaying and selling a complete line of HERSCHEL knives, sections and related cutting parts. These field-tested and guaranteed-to-fit repair parts are available to fit many kinds and all makes of farm machines. That's why the HERSCHEL dealer can take the lion's share of the repair business in his community. You too can up your sales in 1954 — a big year for repairs. ORDER FROM HERSCHEL!

- **FREE:** Herschel Catalog No. 87 and large Herschel Wall Chart showing parts to fit all makes of power mowers.



### FACTORY AT PEORIA, ILLINOIS

Branches: Omaha, Nebr.; Minneapolis, Minn.;  
Toledo, Ohio; Harrisburg, Pa.; Auburn, N. Y.

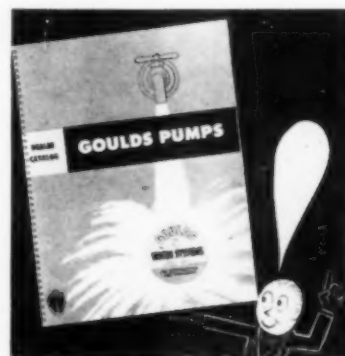
DISTRIBUTORS: R. C. Cropper Co., Macon, Ga.  
Southern Supply Co., Dallas, Texas

**HERSCHEL PARTS**

## Goulds Announces New Water Systems Catalog

A NEW WATER systems catalog, expanded to 102 pages and divided into 12 easy-reference sections, is announced by Goulds Pumps, Inc., Seneca Falls, N. Y.

It features a "dealer help" section, also sections on tankless units, packaged units, deep well



systems, Jet-O-Matics and other units. In addition, the new catalog includes a section on pump selection with data in table form.

G. W. Cramer, advertising and sales promotion manager, states that the new edition uses more pictures and that while it is up-to-date product and price-wise, it features a special "wire-spine" binding that permits adding pages or entire sections as new products are developed.





## As a manufacturer...

I have found that doing business with members of the Farm Equipment Wholesalers Association automatically provides a simple solution to the ever present problems of national distribution and having an adequate stock of my equipment and parts in the field — In addition, I can relax in the knowledge that I also have a reliable service organization along with salesmen who are familiar with the customer and his problem.

### CALIFORNIA

B. Hayman Company, Inc., Los Angeles  
Tractor Sales Corp., Los Angeles  
The H. C. Shaw Co., Santa Ana  
(Branch of Stockton)  
The H. C. Shaw Co., Stockton

### COLORADO

The Parker Company, Denver

### GEORGIA

The Lenkerd Company, Cochran  
Implement Sales Company, Decatur  
(Affiliate of McNeese Sales Co., Memphis)  
Lovett & Tharpe Hardware Co., Dublin  
R. C. Cropper Company, Inc., Macon

### IDAHO

Mitchell, Lewis & Staver, Caldwell  
(Branch of Portland)

### ILLINOIS

Farm Equipment Sales Co., Bloomington  
C. J. Turley Company, Bloomington  
Lindsay Bros., Inc., Streator  
(Branch of Milwaukee)

### INDIANA

Maumee Valley Seed Service, Inc., Ft. Wayne  
Kenney Machinery Corp., Indianapolis  
Stover-Winsted Company, Indianapolis  
Capital Equipment Co., Marion  
(Branch of Lansing, Mich.)

### IOWA

Lindsay Bros. Co., Des Moines  
(Branch of Minneapolis)  
Mead Farm Equipment Company, Des Moines  
Port Huron Machinery Company, Des Moines

### KANSAS

Price Bros. Equipment, Inc., Wichita

### KENTUCKY

Brinly-Hardy Co., Inc., Louisville

### MASSACHUSETTS

J. S. Woodhouse Co., Springfield  
(Branch of Brooklyn)

### MICHIGAN

Capital Equipment Co., Lansing  
Great Lakes Farm Supplies, Inc., Lansing  
Universal Farm Sales, Inc., Saginaw

### MINNESOTA

Barker-Letz Supply Company, Minneapolis  
Keegan Farm Equipment Co., Minneapolis  
Lindsay Bros. Co., Minneapolis

### MISSOURI

A. A. Klughart Machinery Co., Kansas City  
The Port Huron Co., Kansas City  
Implement Specialty Co., Inc., St. Louis  
Mid-Continent Sales, Inc., St. Louis

### MONTANA

Midland Implement Company, Inc., Billings  
Montana Oliver Distributing Co., Billings  
Midland Implement Co., Inc., Great Falls  
(Branch of Billings)  
Montana Oliver Distributing Co., Great Falls  
(Branch of Billings)

### NEBRASKA

Port Huron Machinery & Supply Co., Lincoln  
Lindsay Bros. Co., Omaha  
(Branch of Minneapolis)  
Mead Farm Equipment Co., Inc., Omaha

### NEW JERSEY

John Reimer & Company, Flemington  
(Branch of Long Island City)

### NEW MEXICO

Dorris Distributing Company, Inc., Clovis



### NEW YORK

J. S. Woodhouse Company, Brooklyn  
Loefer & Ladd, Buffalo  
John Reimer & Company, Long Island City  
John Reimer & Company, Syracuse  
(Branch of Long Island City)  
J. S. Woodhouse Company, Syracuse  
(Branch of Brooklyn)

### NORTH CAROLINA

Allison-Erwin Company, Charlotte  
John Blue Company, Laurinburg  
Job P. Wyatt & Sons Company, Raleigh  
Turner Manufacturing Co., Statesville

### NORTH DAKOTA

Lindsay Bros. Co., Fargo  
(Branch of Minneapolis)

### OHIO

Universal Farm Sales, Inc., Columbus  
(Branch of Saginaw, Mich.)  
G. & H. Supply Company, Mansfield  
McCune & Company, Inc., Marion  
(Branch of Youngstown)  
McCune & Company, Inc., Youngstown

### OREGON

Cascade Supply Company, Portland  
J. A. Freeman & Son, Portland  
Independent Distributors, Portland  
Mitchell, Lewis & Staver, Portland  
R. M. Wade & Company, Portland

### PENNSYLVANIA

J. S. Woodhouse Company, Downingtown  
(Branch of Brooklyn)  
Hamilton Equipment, Inc., Ephrata  
The S. P. Lummus Supply Co., Inc., Philadelphia

### SOUTH DAKOTA

Lindsay Bros. Co., Sioux Falls  
(Branch of Minneapolis)

### TENNESSEE

McNeese Sales Company, Memphis  
(Associate of Implement Sales Co., Decatur)  
Orgill Brothers & Co., Memphis  
Wallace Hardware Co., Inc., Morristown

### TEXAS

Connally Bearing Co., Inc., Amarillo  
General Corporation, Dallas  
Peerless Equipment Corp., Dallas  
Southern Plow Company, Dallas

### UTAH

General Implement Distributors, Inc.  
Salt Lake City

### VIRGINIA

Hamilton Equipment, Inc., Charlottesville  
(Branch of Ephrata, Pa.)  
Todd Co., Inc., Norfolk

### WASHINGTON

Polson Implement Company, Seattle  
R. M. Wade & Company, Seattle  
(Branch of Portland)  
Mitchell, Lewis & Staver, Spokane  
(Branch of Portland)  
Polson Implement Company, Spokane  
(Branch of Seattle)

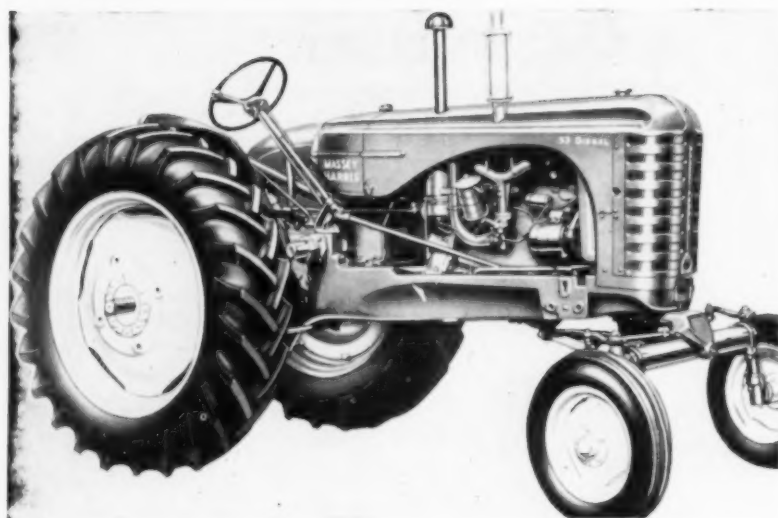
### WISCONSIN

Robt. L. Fischer Co., Inc., Butler (Milw.)  
Lindsay Bros., Inc., LaCrosse  
(Branch of Milwaukee)  
R. N. Jacobi Company, Milwaukee  
Lindsay Bros., Inc., Milwaukee

## As a retailer...

I have found that doing business with members of the Farm Equipment Wholesalers Association makes it much easier to give my customers the kind of service they want because — I can broaden my line with proven quality merchandise — I have warehouse stocks close at hand — and when I need help with selling demonstrations, replacement parts, or a service problem; all I have to do is ask. You can get more information by writing the Executive Secretary, or by asking one of the listed members.





### Massey-Harris Announces New Diesel Tractor

A 201-CUBIC-inch full diesel engine, which develops an estimated 29.5 horsepower on the drawbar and an estimated 33 horsepower on the belt powers the new three plow 33 Diesel tractor, according to the Massey-Harris Co., Racine, Wisconsin.

A new type injection pump with a three-stage filtering system is designed to eliminate any chances of foreign matter entering the engine. Massey-Harris Dyna-Cell combustion chamber cushions peak destructive pressures and reduces diesel knock.

Compression ratio of the Massey-Harris 33 Diesel is 15 to 1, bore is 3 $\frac{5}{8}$  inches and stroke is 4 $\frac{7}{8}$

inches. The rear wheel tread adjusts from 51 $\frac{1}{4}$  inches to 88 $\frac{3}{8}$  inches. Turning radius is nine feet, without the use of brakes. A complete line of mounted and semi-mounted tools are available.

A flame heater comes as standard equipment on the 33 Diesel. Ether or electric block heater are available as optional equipment. Regular or live power take-off is available "when ordered."

### 1954 M-M Yearbook Ready for Distribution

THE MINNEAPOLIS-MOLINE Co. has announced that 1 $\frac{1}{2}$  million copies of its 1954 Yearbook are ready for distribution through the firm's dealer organization. The announcement was made by Bon D. Grussing, advertising, sales promotion and public relations manager.

The 1954 Yearbook is a 28-page combination calendar-catalog, featuring the entire line of farm equipment manufactured by the company and using full-color illustrations to highlight each machine

## THERE'S A BIG, PROFITABLE MARKET



*Swings  
In and Out...  
Grinds  
Coming and Going*

FOR THE

### LANTZ SICKLE GRINDER

In the last few years this new-type sickle grinder has met ready acceptance among farmers, ranchers, highway and park maintenance crews. There are many more sales to be made in every locality... easy sales for dealers who will stock and display the Lantz Swinging Sickle Grinder. Dealers can also make extra income doing custom grinding.

### FASTER, BETTER, EASIER GRINDING

Sickles will cut better, stay sharp longer when sharpened on the Lantz. Assures faster weed and grass cutting. The grinding stone is mounted in a swinging arm... grinds coming and going. One man operates it; grinds sickles from 1 to 7 feet long. Spring loaded table keeps sickle section against stone. Grinds a uniform edge; maintains proper bevel, prolongs sickle life. A.C. motor for shop work...  $\frac{3}{4}$  h.p. gas engine for field work. Drilled for mounting on bench, wall or truck.

WRITE for literature giving full details on this fast selling item.

LANTZ MFG. CO., INC., Dept. SC-720, Valparaiso, Indiana



Wherever Moldboard Plows are used, you can sell...



### LANTZ 2-Bladed Coulters

The best  
COULTER BUY

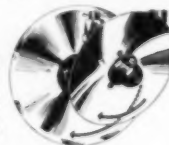
*Lantz  
Kutter-Kolter,  
the original  
2-blade coulters,  
200,000 in use.*

● Only Lantz makes 2-bladed coulters, and naturally two blades are better than one. The double slicing action enables a moldboard plow to cut through trash, roots and stubble which aids covering, gives cleaner plowing once over.

Dynamometer tests (recorded pounds pull) prove that Lantz 2-Bladed Coulters pull no harder than other special coulters. They save costly friction on landside of moldboard because they produce less side draft than other special coulters.

### NEW Model B LANTZ COULTER

New developments based on 15 years of Lantz experience as coulters specialists, give the Model B extra advantages.



Adaptable to plows with limited clearance, also to certain left-hand or 2-way plows. Arrows in cut show how disc blade crosses path of coulters blade to give rotary scissor action without binding. Model B and the Kutter-Kolter give a choice of coulters to suit the conditions.

Write for literature and dealer information.

and implement.

A new design feature has been incorporated in the Yearbook. The calendar portion of each page extends below the cover illustration and can be easily removed at the end of the month. On the reverse side of the calendar portions are coupons for company literature and a premium offer.

The 1954 Yearbook has been used to announce the term UNIFORM to designate a new group of Minneapolis-Moline farm machines including the Uni-Tractor, Uni-Harvester, Uni-Husker, Uni-Picker-Sheller, and Uni-Forager. Company engineers state that several new machines will be added to the group during the coming year.

### Compost Grinders for Nurserymen, Gardeners

THE W-W GRINDER CORP., Wichita, Kansas, has announced the availability of five different models of compost grinders which also may be used as soil shredders. The portable model 2-XB (shown) designed especially for the small nurseryman or amateur gardener has two semi-pneumatic tires and a one-piece handle bar so that they can take it direct to the compost pile without difficulty.



It is powered by a 1½ h. p. gasoline engine or a 1 h. p. electric motor. It can be run with motor or small tractors using a 3-inch flat or V-belt. It comes with both rollers for grinding tough material or a perforated screen for grinding leaves and other dry material.

A feature of this machine, and of all other compost grinders manufactured by the company, is that

it can be used to mix and screen soil, compost and other fertilizer fine enough for seeding flats when screens are used. Also, it automatically separates trash such as rocks and heavy twigs from the wanted material during the grinding process.

For larger operators, the Model 4-EV has a detachable elevator, said to give it more utility for the user who has things to load other than the material being ground, it was announced.

A separate engine drives the grinder and the elevator so the

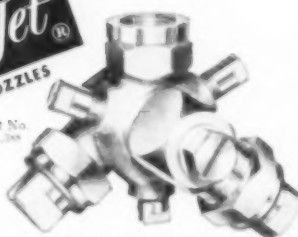
user can grind without loading or load without grinding. A 6 h. p. engine powers the grinder and a 1.8 h. p. engine provides power for the elevator. This machine is said to handle the shavings of three men and grinds such materials as heavy sod, manure, stalks, prunings, and leaves into mulch or compost material. A conveyor-type loader is used which will elevate 7½ feet.

The model 4-EV retails for \$684.00, complete, and the Model 2-XB for \$124.50, less motor, both F.O.B., Wichita.

**for dependable outstanding performance**

SPRAYING SYSTEMS  
**BoomJet®**  
SPRAY NOZZLES

Patent No. 2,407,388



Write for Bulletin 66

**up to 66 feet wide with one nozzle**

Developed and originated by Spraying Systems Co. Made in all brass for broadcast spraying of grains and grasses . . . in all aluminum for liquid fertilizer spraying. Can be set to spray to both sides or one side only.

SPRAYING SYSTEMS  
**TeeJet®**  
SPRAY NOZZLES

Patent No. 2,421,055



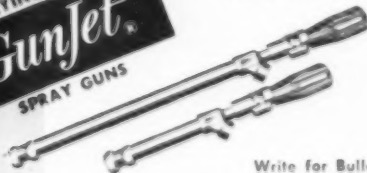
**with interchangeable orifice tips**

Over 400 interchangeable orifice tips. Selection to meet exactly any requirement in capacity and spray angle. Flat spray tips, hollow cone, full cone and straight stream. Precision machined orifices.

Write for Bulletin 58

SPRAYING SYSTEMS  
**GunJet®**  
SPRAY GUNS

**for pressure from 30 to 800 pounds**



Write for Bulletin 65

Ruggedly built, heavy-duty guns for orchard, livestock and spot spraying. Adjustable spray. Hardened stainless steel orifice tips. Full range of sizes.

Spraying Systems products are installed as original equipment and supplied as replacement parts by most of America's leading manufacturers of farm spraying equipment. Write for information.

**SPRAYING SYSTEMS CO.**

3277 Randolph Street  
Bellwood • Illinois



## Deere Forage Harvester Has Three Interchangeable Harvesting Units

JOHN DEERE's latest contribution to the fast-growing forage harvester field is the model No. 8, a completely new machine with three interchangeable harvesting units—mower bar, row-crop unit, and windrow pickup. Eight different

lengths of cut, from 5/16-inch for silage to 3 3/4 inches for field cured hay, are said to give the farmer the "just right" cut for every crop. All cuts can be obtained without buying or installing extra equipment, it was announced.

Positive feeding and a heavy-duty radial type cutter give the John Deere No. 8 "outstanding capacity" in all crops, according to the manufacturers.

Both the windrow pickup and mower bar units have smooth, one-piece decks, with no projections to snag hay, nor holes for leaves to fall through. Both feature overhead feeders which move light or heavy, cured or green crops positively, but reduce the possibility of stones being fed to the cutterhead. Teeth of the feeders have a generous overlap—one set strips the other completely for uniform feeding with no "dead" spots.

On the row-crop unit, two chains on each side plus a long lower conveyor assure steady feeding. The lower chains and conveyor travel faster than the upper chains to make certain the "butts" of the corn or sorghums reach the cutterhead first for clean uniform cutting.

The heavy-duty cutterhead plate builds up sufficient momentum to keep the harvester moving even through tough spots, it was announced. It carries four knives which slice the crop against a shear plate, and four blower paddles which deliver the chopped material into a wagon or truck. Knives are mounted on curved supports, held almost six inches from the cutterhead plate to prevent the leaf-shattering action of crops rubbing against the plate even when the machine is set for the longest length of cut.

The No. 8 is built with an extra margin of strength throughout in order to stand up under steady, big-capacity operation, it was pointed out. Ease of operation features include: "Quick-Switch" discharge spout which can be rotated for side or rear delivery by removing a pin; control lever easily reached from tractor seat to reverse, stop, or start feed rolls; quick changeover from one unit to another by means of new "Flip-Locks"; and quick change from transport to operating.

### Currie to Represent Roto Hoe and Sprayer

H. E. OBER, president of Roto Hoe and Sprayer Co., Newbury, Ohio, has announced that the Currie Seed Co., Corpus Christi, has been appointed to represent the company in southeastern Texas, south of Houston and southeast of

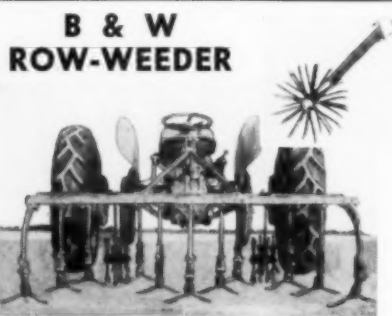


**CUTS  
HOEING - CHOPPING  
COSTS  
UP TO 60%**

Efficiently breaks soil crust after rain . . . frees plants . . . kills small rooted weeds. Runs in row on top of plants until 6" to 8" high. Positive depth control. Operated in single or multiple units for 2-3-4 rows or more at high speed. 15" diam. wide 2-wheel sections (dust sealed bearings)—32 heavy steel tynes. Rear or side mounted. Easily installed. Efficient mulcher at slower speeds. Row Crop Tractors.

### SERVIS "Sur-Stan" PRESS WHEEL

Specially-designed semi-pneumatic, wedge-shaped, rubber tired press wheel mounted in sturdy welded-steel frame for attachment to most planters. Self-cleaning wheel packs seed in bottom of drill and covers with loose soil. Experiment station tests have shown a stand of cotton every year with "Sur-Stan" without replanting.



**B & W  
ROW-WEEDER**

**Servis EQUIPMENT COMPANY**

1000 Singleton Boulevard, Box 1590, Dallas, Texas

- |  |  |
|--|--|
| <input type="checkbox"/> Model "F" Whirlwind Terracer (3 pt. lift)   | <input type="checkbox"/> B&W Row-Weeder (Universal)                    |
| <input type="checkbox"/> Model "JH" Whirlwind Terracer               | <input type="checkbox"/> Servis No. 7 Angledozer (row crop tractors)   |
| <input type="checkbox"/> "3-Way" Ditcher-Terracer Blade (3 pt. lift) | <input type="checkbox"/> Berry Heavy Duty Ditchers (row crop tractors) |
| <input type="checkbox"/> Servis Dump Type Rake (3 pt. lift)          | <input type="checkbox"/> Hyteco Heavy Duty Angledozer                  |
| <input type="checkbox"/> Pull Type Stalk Shredder                    | <input type="checkbox"/> (for I-9 and W-9; Moline GTB Tractors "G")    |
| <input type="checkbox"/> Model "LF" Stalk Shredder (3 pt. lift)      | <input type="checkbox"/> Hudson Automatic Row Marker                   |
| <input type="checkbox"/> "Gyro-84" Brush Cutter (pull type)          | <input type="checkbox"/> "Sur Stan" Press Wheel                        |
| <input type="checkbox"/> Zig-Zag Pulvi-Packer and Seeder             |  |

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

DEALER FOR \_\_\_\_\_

TRACTORS \_\_\_\_\_

Please send me information and prices on implements checked



San Antonio.

The firm headed by R. M. Currie, has two salesmen covering the territory.

### The Pacer Is New Massey-Harris 1-2 Plow Tractor

A NEW, LIGHT 1-2 plow tractor, the Pacer, is now on the market, according to the Massey-Harris Co., Racine, Wis., and is specially designed to meet the needs of farmers who desire a tractor with clearance for single row cultivation, yet with sufficient power to pull a 2-furrow plow.

Powered by a 4-cylinder, 91-cubic-inch engine, the Pacer has 16 maximum drawbar horsepower (est. rating) and 18 maximum belt horsepower rating (est.). Two-way Depth-o-matic hydraulic system is standard equipment. The new tractor also features full-pressure lubrication, gear-driven governor, forced cooling and positive rotating exhaust valves.

The front tread is adjustable from 44 to 75½ inches while the rear tread adjusts from 41 to 69



inches. Clearance is 20½ inches. Three forward speeds range from 3.05 to 7.8 miles per hour with a reverse of 3.57 miles per hour. Tire sizes are 4.00 x 15 in front and 9-24, 10-24 or 6-30 rear.

Most implements designed for

the Massey-Harris Pony tractor will attach to the Pacer tractor without modification, state the manufacturers. A two-furrow moldboard plow and a two-furrow disc plow also have been designed for the Pacer.

## 4 Great Retail Sales Builders for 1954

**New Models  
Better Than Ever  
in Design and  
Performance**

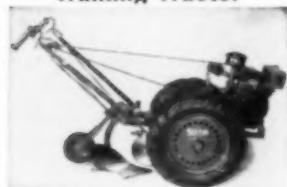
# SHAW

"DU-ALL"

**Attractive Prices and  
Discounts—Substantial  
National and Local  
Advertising Support**

**Garden and Small Farm TRACTORS**

**Sturdy 1½, 2½, 3, 5 H.P.  
Walking Tractor**



Powerful, yet easy to handle... with variable speeds, adjustable wheel widths, individual gang tool controls. 3 speed and reverse automotive gears on 3 and 5 H.P. models. Pulls 6...7...up to 10-inch plows, does all cultivating, pulls lawn mowers. All wanted tools and power take off attachments for mowing, sawing, spraying, etc.

**Some Dealerships Open—** Write for complete details the profitable Shaw line, franchise information, discounts, etc.

**Rugged, Low Cost 2½, 5, 8 H.P.  
Streamliner**



Newest, smartest looking garden and lawn tractor on the market. Powerful, practical, streamlined, comfortable. 3 speed and reverse automotive gears. Friction brakes. Speeds ¼ to 7 M. P. H. Pulls 8...10...12 inch plows. Cultivates astride or between 38 inch rows. Available with all tools and power take off attachments for mowing, raking, hauling, bulldozing, etc.

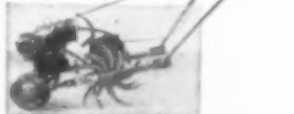
**Powerful 8 and 12 H.P.  
Riding Tractor**



Ideal for the small farm... with power and rugged construction to stand up under hard work and simple design to keep costs down. Handles 10...12...14 inch plows. Works astride or between 42 inch rows. 3 speeds and reverse automotive gears. Does everything in ground preparation, cultivating, hauling, mowing, raking and power take off attachment operation.

**INEXPENSIVE NEW GARDEN  
TILLER...LAWN MOWER**

Nine inch rotor pulverizes 12 inch swath 6 inches deep, makes perfect seed bed. 1½ H.P. Extremely low cost. Rotor quickly replaced with single wheel for lawn mower operation, hauling, power take off work.



# SHAW

**MANUFACTURING CO.**  
8303 Front St., Galesburg, Kan.



Whatever speed a customer cultivates—low, medium or high speed—you can fill his requirements perfectly with Planet Jr. sweeps—the 3-speed line. Moreover, every sweep is Planetized—an exclusive toughening and tempering process—to assure your customers of the highest possible quality.

#### LOW SPEED

"Crown" 4" to 18"



#### MEDIUM SPEED

"Tractor" 6" to 24"



#### HIGH SPEED

"SPDE" 4" to 24"



Over 200 sizes and shapes in the Planet Jr. line of steels!

#### SALESMAKER!

Self-service display rack sparks steel sales, saves space. Available at cost-price.



**SEND FOR DETAILS!**



S. L. ALLEN & CO., Inc.  
3421 N. 5th St., Phila. 40, Pa.

Gentlemen:

Please send me ☐ Sweeps Details  
☐ Display Details

Name .....

Address .....

City .....

Zone .....

State .....

## FEWA "Factory Days" Scheduled for Chicago, March 30-April 2

MORE THAN 1,100 manufacturers of short line and specialty farm equipment are being invited to attend Spring "Factory Days" as guests of the Farm Equipment Wholesalers Association at the Edgewater Beach Hotel in Chicago March 30-April 2.

The organization of independent farm equipment wholesalers will also invite manufacturing executives to an open meeting on March 31 to hear two national figures discuss problems of immediate importance to their business operations. A question-and-answer period will follow each talk.

Ross Rizley, newly-appointed assistant secretary of agriculture, who has been assigned to handle congressional relations for the USDA and develop better understanding of the Department of Agriculture program by agricultural groups will be one of the speakers. Rizley is the former Republican congressman from Oklahoma.

The other featured guest speaker will be Les Oester, former Illinois dealer, later secretary of the Illinois Retail Farm Equipment Association.

#### Panel Discussion

The FEWA spring meeting program will begin on March 30 with a Sales Managers Conference to be moderated by C. R. McMicken, vice-president of B. Hayman Co., Inc., Los Angeles, Calif. Eight panel members will discuss phases of sales promotion for wholesalers in 1954. Among panel talks will be promoting sales through exclusive dealers, promoting sales and service schools at wholesale level, promoting sales and service schools at the dealer level and promoting consumer demonstrations with the farm implement dealer.

Handling panel topics will be J. C. Erwin of Allison-Erwin Co., Charlotte, N. C.; Clair E. Good of Maumee Valley Seed Service, Inc., Fort Wayne, Ind.; John A. McKenna of J. S. Woodhouse Co., Brooklyn, N. Y.; R. M. Lewis of The H. C. Shaw Co., Stockton, Calif.; H. D. Smith of R. M. Wade & Co., Portland, Ore.; Robert Dor-

ris of Dorris Distributing Co., Inc., Clovis, New Mex.; and Howell Appling of Independent Distributors, Portland, Ore.

The Farm Equipment Wholesalers Association has scheduled its customary "Dating Party" for Wednesday, March 31, at which manufacturer representatives will be permitted to arrange a schedule of interviews for the two Factory Days, April 1 and 2. The Dating Party will follow the Association's business meeting and is planned for five o'clock.

Other events planned by the wholesalers include a closed executive's conference the evening of March 30 at which First Vice-President A. D. Byerline of General Implement Distributors, Inc., Salt Lake City, Utah, will be moderator of a panel on business conditions. Analysis of regional conditions will be presented by J. M. Wagner of Turner Manufacturing Co., Statesville, N. C.; C. J. Reilly of J. S. Woodhouse Company, Brooklyn, N. Y.; H. J. Molony of Price Bros. Equipment, Inc., Wichita, Kans.; Hugh T. Lindsay of Lindsay Bros. Co., Minneapolis, Minn.; Robert M. Rex of Tractor Sales Corp., Los Angeles, Calif.; A. G. Bergreen of Mitchell, Lewis & Staver, Portland, Ore.; and Jack W. Olsen of The Parker Co., Denver, Colorado.

President G. W. Hammons announced the "open" morning session was being instituted as an additional service to manufacturers of short line and specialty farm equipment products in an effort to develop a broader range of manufacturer-to-the-farm cooperation in the production and marketing of farm machinery. Mr. Rizley is expected to provide a clear picture of the price support program and give his listeners an understanding of the objectives of the government toward stabilizing farm income.

A special committee working toward standardization of catalogs is scheduled to discuss plans for eventual development of a catalog for participating members which is intended to reduce costs of production both to manufacturer and wholesaler.



## FOUR-CYCLE AIR COOLED ENGINES



*Specify LAUSON Engines on Your Power Equipment*

**THE LAUSON COMPANY**  
New Holstein, Wisconsin  
Division of Hart-Carter Company

- ★ FOR FASTER STARTING!
- ★ FOR MORE POWER!
- ★ FOR LONGER LIFE!
- ★ FOR WORLD WIDE SERVICE!

AMERICA'S FIRST FAMILY  
OF 4-CYCLE AIR COOLED ENGINES

**4 CYCLE ENGINES**

**LAUSON**

**PORTABLE  
ENGINES**



**OUTBOARD  
MOTORS**



### UB Diesel Tractor Announced by MM

THE MINNEAPOLIS-MOLINE Co., of Minneapolis, Minn., has announced that its model UB tractor, powered to handle four-bottom

plows, is now available with diesel power. The UB was introduced to the industry in December, 1952.

With the addition of the UB diesel, the company now manufactures three diesel tractors including the four-bottom plow UTs and

the five-bottom plow model G.

According to the company engineers, the UB incorporates a combustion system designed for the firm by the Lanova Corp. The outstanding feature claimed for this system is that controlled rotary turbulence burns the air-fuel mixture completely to give the tractor high fuel efficiency.

Other features of the new UB diesel tractor include a three-stage fuel filtering system, single-plunger fuel injection pump, large capacity oil filter that fits into the base pan of the engine, 12-volt batteries and electrical system, and a manifold heater to aid cold weather starting.

### Carolinas Convention

(Continued from page 120)

never been so well fortified with bank deposits, U. S. Savings Bonds, real estate and low personal debt. He listed four exceptions as farmers hit by drought, young farmers who paid top prices to buy in and didn't have enough good years under their belts, farmers with too

# STAR

## SERVICE SHARES



**FULLY  
GUARANTEED  
AS TO QUALITY,  
FIT, AND  
FINISH**

Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog.

**STAR MANUFACTURING COMPANY**  
DIVISION OF ILLINOIS IRON & BOLT CO.  
CARPENTERSVILLE, ILLINOIS, U. S. A. (EST. 1873)

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☐ Enclosed find \$2.00 ☐ Send bill for \$2.00



small places and those with over-extended speculation.

"There is a general fear recently of price trends influencing delayed investment in equipment," he added, but observed that the net farm income this year will run three times as high as in 1940, with six million fewer farm people to divide up that money.

Moulder challenged dealers to capitalize on their opportunities and pointed out that the Charlotte district, which had ranked as the first or second farm equipment market for several years, has dropped sharply from that position.

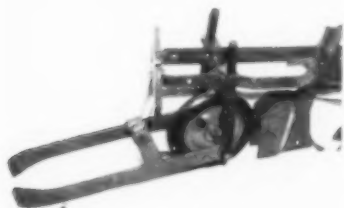
In the president's address, "Our Stewardship of Our Business," Mr. Marks cited the condition of 15 percent fewer dealers in business this year because of increased competition, drought damage, or price cutting and over-all allowances on trade-ins. He observed, however, that there has been to the dealers' advantage, a considerable decline in farm equipment "grey market" operations.

### "Sur-Stan" Press Wheels for Row-Crop Planting

IN INTRODUCING B & W "Sur-Stan" press wheels, the Servis Equipment Co. of Dallas, Texas states that this wheel and drag assembly fits most of the conventional type planters and is recommended for corn, cotton, sorghum and similar row-crops where a sure stand and early germination are important factors.

Experiment stations report that the seed are pressed into firm soil at the bottom of the drill where the most moisture is retained, thus insuring a stand of healthy plants without replanting.

A self-cleaning especially designed, semi-pneumatic tire is employed along with dust-sealed ball bearing wheels. The established list price for the current season is \$12.50 f.o.b. Dallas for a single row unit.



## MR. DEALER we want YOU to Distribute The SOUTHLAND Implement Line

3-POINT MOUNTED SPRING - SPIKE & DISC HARROWS  
MOLBOARD - DISC and WHEATLAND PLOWS

1 - 2 & 4 ROW SPRING OR TRIP SHANK CULTIVATORS

NO MIDDLEMAN, Here's YOUR Chance To Receive

## DISTRIBUTOR DISCOUNT

Exclusive Only One Dealer Distributor To An Area  
YOU NAME YOUR OWN PROTECTED TERRITORY

This is your opportunity to make 1954 your Best and Biggest Year,  
while sales volume is dropping for other dealers.

ALL SOUTHLAND Implements are fully adjustable.

All our harrows are made to float with the ground contour.

SOUTHLAND is the only low priced line having all the best operating features, plus greater strength and longer life.

UNCONDITIONALLY GUARANTEED against wear or breakage from any normal operating hazard for six (6) months after retail sale.

## SOUTHLAND IMPLEMENT CO.

709 9th Street North, Birmingham, Alabama  
Birmingham 9, Alabama



### MILKING MACHINE REPLACEMENT PARTS

<b>2SU</b> FOR SURGE	<b>3SU</b> FOR SURGE	<b>34X</b> FOR SURGE McCORMICK DEERING	<b>2R</b> FOR PERFECTION MONTGOMERY WARD HINMAN 10 STAR	<b>3R</b> FOR PERFECTION BTL WAY ANDERSON IDEAL SEARS WARD S	<b>RS</b> FOR DITE WAY SEARS ROEBUCK NATIONAL	<b>426R</b> FOR HINMAN EMORE BOY	<b>13R</b> FOR CONDE MARLOW
<b>6S</b> FOR UNIVERSAL Eppendick Calf Nose Short Tube	<b>16U</b> FOR UNIVERSAL Eppendick Calf Nose Short Tube	<b>6M</b> FOR UNIVERSAL DE LARVAL SHELLS O.D. 0148 02777 WITH 66A ADAPTER CLEAN EASY DECKER	<b>176</b> FOR EMORE McCORMICK DEERING ANDERSON PINE TREE WOODS	<b>83</b> FOR McCORMICK DEERING EMPIRE	<b>08D</b> FOR DE LARVAL Stirling Quality ANDERSON	<b>09D</b> FOR DE LARVAL Magnetic OB SHELL WITH 66A ADAPTER	<b>05D</b> FOR DE LARVAL OB SHELL

### Get this Display Board FREE!

Sets you up as Rubber Replacement Parts Headquarters for all leading makes of Milking Machines.

Write today for full details.

## CROWN DAIRY SUPPLY CO.

327 W. College Avenue,



Waukesha, Wis.

## Products Reviewed at Butler Sales Conference

WITH GRAIN storage problems almost a sure thing for the coming year, salesmen in the farm equipment division of the Butler Manufacturing Company were told by management that this could be a bonanza in reaching record sales goals for 1954.

This and other optimistic notes were brought out during a three-day general sales meeting at Kansas City, February 2 through 4.



So Check Your Supply of

**DAISY  
HOG WATERERS!**

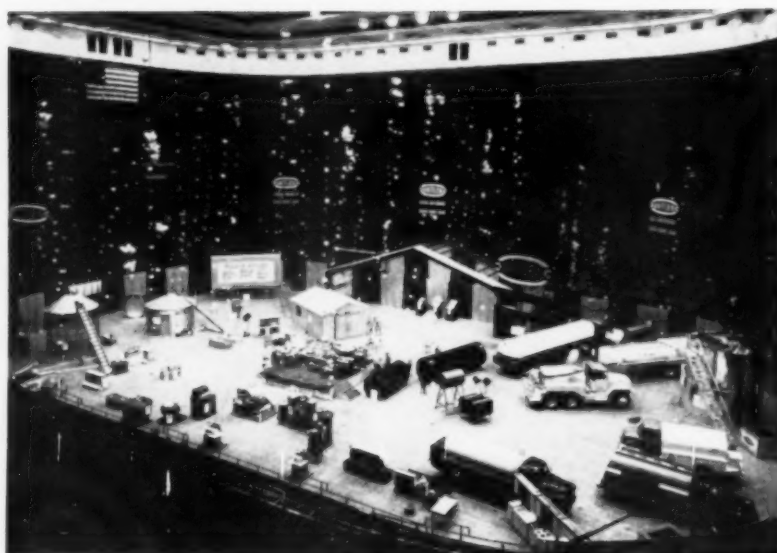


There's a  
Daisy for every  
watering need

You can always depend on Daisy Hog and Poultry Waterers for fast turnover, nice profits and year-round sales! Keep a good supply on hand at all times and display one or two on your floor. Your suggestion will usually close a sale. Daisy waterers are also available with heater attachments for winter. Write for the name of your nearest distributor who handles the Daisy Line—the first name in waterers for over 45 years!



**QUINN WIRE AND IRON WORKS**  
DEPT. 1643  
BOONE, IOWA



Salesmen, 160 of them attending a sales conference held recently by Butler Manufacturing Co. in Kansas City saw this panoramic view of company products in the "Butler Product Review." Idea was to make the 160 salesmen in specialized lines familiar with all the Butler lines

The Department of Agriculture's on-the-farm storage problems should make this Butler's biggest year in the grain bin, grain storage tank and grain storage building business, claimed treasurer Darius Melcher.

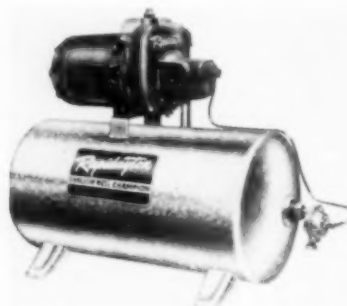
Highlighting the first large-scale sales conference since 1948 was a two-hour-long "Butler Products Revue" in the huge arena of Kansas City's Municipal Auditorium when professional actors, a brisk band and spritely quartette bombastically showed what it's going to take to improve Butler sales in increasingly competitive times.

There were other types of farm equipment including a corn crib, hay and grain elevators, hog feeders, stock tanks, grain dryers, watering fountain, auger loader, and stock tank heater.

## Shallow Well Jet Pumps Announced by Dayton

THE NEW DAYTON line of shallow well jet water systems, priced to retail from \$98.75 up, will be known as Rapidayton shallow well champions and will be available in five different complete package systems, three "pump only" models, and 10 vertical tank systems.

The leader in the line, according to the manufacturers, bears the \$98.75 retail price and is a complete package system with a 13-gallon heavy duty galvanized horizontal tank and  $\frac{1}{3}$  h.p. N.E.M.A. standard motor.



Also available are  $\frac{1}{2}$  and  $\frac{3}{4}$  h.p. models with tanks (both horizontal and vertical) ranging in sizes up to 82-gallon capacity. Further information is available from Dayton Pump & Manufacturing Co., Dayton, Ohio.

**NEW!**

Available  
for Chain  
Sizes 1/4",  
5/16", 3/8",  
7/16", 1/2"

Buy  
Big Orange  
and You  
Buy  
The Best

Ask your Jobber  
or Write us



## BIG ORANGE Shackle Chain HOOKS

Use on "High Test" Chain

**SAVES TIME**—Can be attached anywhere on the job. Only a pair of pliers required.

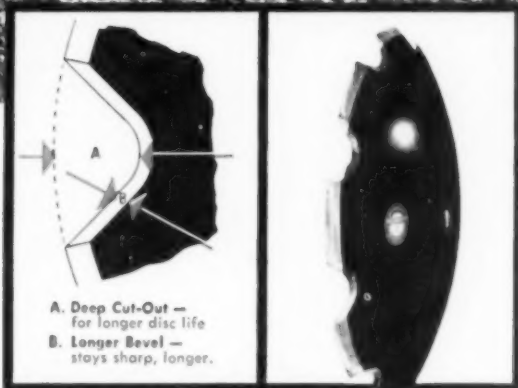
**SAVES EXPENSE**—Strong and tough enough for use on "High Test" Chain. Will outlast several BBB or Proof-Coil Chains.

**EXTRA STRONG**—Even the pin is made of hi-strength steel and heat treated.

**MIDLAND INDUSTRIES, INC.**  
CEDAR RAPIDS, IOWA



## *LaBelle* cut-out discs stay sharp **LONGER**



Crucible LA BELLE® cut-out discs have deep notches, precision-ground with a long, sharp bevel, which give maximum cutting efficiency in the field under all operating conditions.

That's just one of many reasons why you can sell your customers LA BELLE discs with confidence. And when it comes to steel quality, Crucible's complete control over production from mining of coal and iron ore right through to the finished disc spells finer, more uniform steel.

To keep your customers happy sell them LA BELLE replacement discs. They are available for *all* makes of disc harrows and plows.

*free-* Soil Improvement with Crucible Agricultural Steels. This new 20-page booklet, just off the press, contains information of vital importance to farmers and farm dealers everywhere. To get your copy, just fill in and mail the coupon. Better do it now.



Crucible Steel Company of America  
Dept. 5H, Henry W. Oliver Building  
Pittsburgh, Pa.

Please send a free copy of your new agricultural booklet.

Name

Company  Title

Address  City  State

# CRUCIBLE

first name in special purpose steels

54 years of *Fine* steelmaking

## AGRICULTURAL STEELS

CRUCIBLE STEEL COMPANY OF AMERICA, GENERAL SALES OFFICES, OLIVER BUILDING, PITTSBURGH, PA.  
RESISTAL STAINLESS • REX HIGH SPEED • TOOL • ALLOY • MAX-EL • SPECIAL PURPOSE STEELS

SOUTHERN FARM EQUIPMENT Section for MARCH, 1954

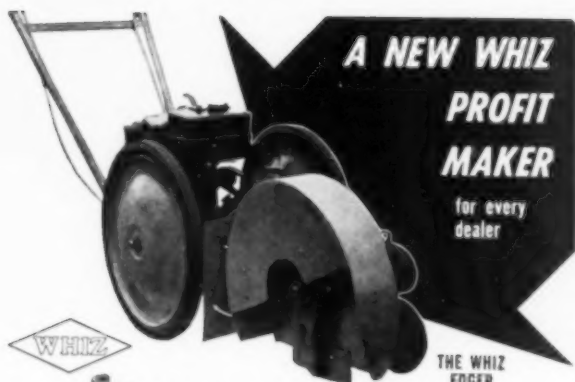
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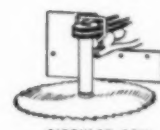


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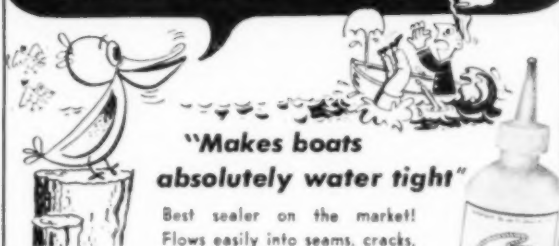
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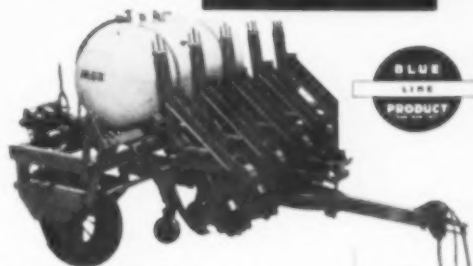
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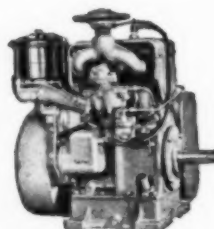
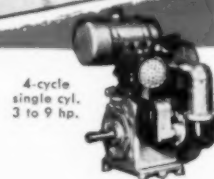


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3 only	739M	9" Fry Pans	2.85	8.55
3 only	740M	10" Fry Pans	3.50	10.50
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**\$34.35**

Deal No. A970M. Price to Dealer \$21.75

**Dealer Profit \$12.60**

(Margin 36.6%)

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4 only	5159M	9" Covers	.85	3.40
4 only	5160M	10" Covers	1.00	4.00
2 only	5161M	11" Covers	1.25	2.50

**\$11.20**

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**Dealer Profit \$4.10**

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1 Dozen	No. 40	Wood Scraper
1/2 Dozen	No. 50	Wood Scraper
1/4 Dozen	No. 8	Wood Scraper
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1 Dozen Pr.	No. 1 1/2	Double Blades
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1 Dozen	P-103-4 1/2"	Wall Scraper
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